



**FROM BIGLAW  
TO...**



**Your Law!**

Carolyn Elefant, MyShingle.com Go Solo, Grow Solo!

---

---

---

---

---

---

---

---



**WHY  
LEAP  
NOW?**



---

---

---

---

---

---

---

---



**SOCIAL  
ECONOMIC  
TECHNOLOGY**

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## **GETTING READY TO GO**

- Planning
- Your law vs. VLP, FSB Legal
- Establishing online identity
- Getting comfortable with technology & trends
- When to ask clients to come with you?

---

---

---

---

---

---

---

---

## **START UP CONSIDERATIONS**

- Where to work?
- Solo vs. Partnership?
- Tech and infrastructure
- Support and assistance? When to ask clients to come with you?

---

---

---

---

---

---

---

---

## SETTING RATES: RESOURCES

- RateDriver, Laffey Matrix, see ebook
- Ditching the billable hour
- Flat fees & realization rates
- Hybrid contingency

---

---

---

---

---

---

---



---

---

---

---

---

---

---

## BUSINESS MODELS

- Low cost alternative
- Niche practice
- Unbundled service
- Outsourced in-house counsel
- Aggregator
- Value-add
- Woman/minority/small business front
- High end support (ediscovery, social media or cloud compliance)
- Global
- Local counsel expert

---

---

---

---

---

---

---




---



---



---



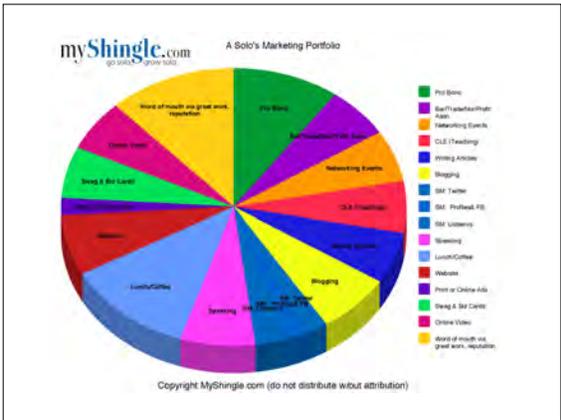
---



---



---




---



---



---



---



---



---