

Ted Shin

Hammerschmidt, Goya, and Lloyd, Partners

15478 Daley Rd.

Chicago, IL 54735

Young Urban Professional - '10 version



Ted is a young family lawyer who's been building his own practice for the last 15 years. When Ted graduated from University of Chicago Law he had several offers from large firms but Ted feels strongly that everyone needs high quality law support so he struck out on his own to work with every day families.

While Ted is an excellent lawyer, and his clients are fiercely loyal due to his ability to clarify and explain arcane technicalities of the law, Ted still needs to grow his practice. Establishing himself as a lawyer has proven very difficult.

New clients don't come along all

that often and Ted doesn't have the funding to compete with larger

firms in advertising.

Legalese is like Klingon, a made up language who's sole purpose is to isolate people who know it

Ted has found some success bringing in new clients and work with some articles he's written for the local paper on divorce law. The last article he wrote generated a few emails from readers who found the article extremely helpful, one of the emailers even asked if Ted had a website with more great legal advice.

This got Ted thinking, he'd love to create his own website but he doesn't really know how. he also has friends working on web properties and knows it can take a lot of time, something he doesn't have much of. What Ted would like to do is find a place where he can put the best of his articles and work at clarifying the law. He's sure that if he could easily and quickly establish a presence that helps people understand the law he would get some new business out of it which would help justify the time invested.

Vitals	
Male	31
Lawyer	Chicago, IL
Engaged	\$82,000

Goals
Generate new business for law practice
Empower people to understand the law.