

High-Profile Clients

Presented by:

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 - How can it help or hurt you?
 - Written vs. TV?
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Who is the “High-Profile Client?”

- Celebrity (that’s what I think of as a High-Profile Client);
 - Movie Star
 - TV Actor
 - Singer/Songwriter
 - Professional Athlete;
- But there are non-famous, High-Profile Clients:
 - Successful business owner;
 - Public Official;
 - Church Leader;
 - Judges;
- And the most important clients:
 - **ACCOUNTANTS!**



Do You Want High-Profile Clients?

- *Are you in business to meet famous people, or to make money?
- *Are you intimidated by meeting someone famous? “Star struck”?
- *If so, can you hide it?
- *Can you deal with “intermediaries”.
 - Agents,
 - Financial advisors,
 - Business managers,
 - Runners,
 - Girlfriends,
 - Marketing specialists,
- *High-Profile Clients may be unfamiliar with certain details of their own lives.
- *Media and Press



Pros

- Fast paced/exciting
- Good publicity
- Not your “run of the mill” case
- High stakes—
bigger challenges =
bigger victory!
- Ability to pay

Cons

- Dealing with intermediaries
- High stakes (lots of money at play)
- Higher expectations
- Media scrutiny
- They expect free or discounted services.



How to attract “High Profile Clients”

- Be a damn good at what you do.
- Be sure those in a position to refer “High Profile Clients” know you are damn good.

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Ask those who are in the press

Those who the press keep using, have done something to get there and stay there.

Ask them how they got there.

Ask them how they stay there.

Flattery will get you answers!

<Paying for lunch may help, too!



How to Represent Athletes and Entertainers

- Best Helpers



Mom

- Worst Helpers



Groupie

Hot Tips for Representing High-Profile Clients

- Confidentiality Orders.
- Publicists.
- Experts (financial, custodial, etc.)
- Learn how to text.
- Remind them that Twitter is public.
- Remember who the client is!



Difficulties

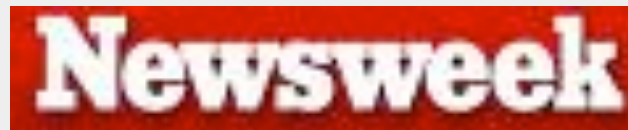
- Media scrutiny.
- High-Profile sometimes High-Maintenance.
- Notoriety does not always equal financial wealth.
- Competition from other attorneys who second guess your work in media.
- Defending internet gossip becomes part of job.

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Media/Press



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When can the media hurt your client?

- When clients publically react immediately.



- When clients have their “friends” react.
- When clients tell their publicists to take over.

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When can the media help your client?

- When the other side goes public.
 - Saying “No Comment” sometimes sounds like there is something to hide.
 - Maybe say “This is a private matter”,
 - Or “The parties have ask that they be permitted to resolve this privately”.
 - That is still the same as “no comment”.
- When the financial repercussions of the press may exceed the financial repercussions of the case.



How can the press help you?

- Remember the part about “attracting high profile clients”?
- Being interviewed is much better than paying to be in the media.



How can the press hurt you?

- It can tell the truth!
 - If you screw up in a big case, everyone will know.
- But more likely, the press will not give a full explanation.
 - The press operates in sound bites.
 - They like 8 seconds of sound.
 - They never give the full background.
- Unless your conduct is outrageous, they won't talk about you.
 - (Which means if they perceive your conduct as outrageous, they WILL talk about you).



Why is the Press Important to Your Practice?

Placing an Ad often says "I am trying to get your business":

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Client Focus
Firm Overview

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If client or referral source sees you quoted as an expert, you become the authority on the subject, in their mind.

See example on next slide

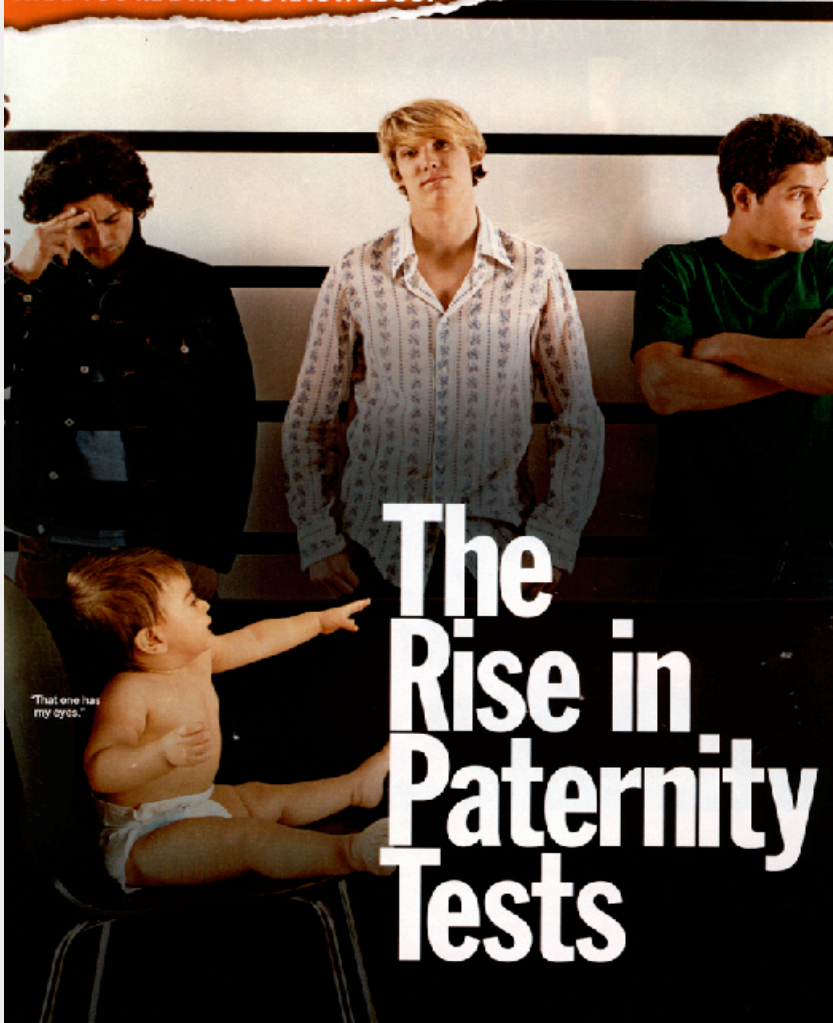
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Here is an example:

WHAT YOU'RE DYING TO KNOW ABOUT



The Rise in Paternity Tests

Cosmo examines the reason why who's-your-daddy disputes are commonplace today and gives a crash course on the simple DNA procedure that can clear them all up in record time.

By Sara Bodnar

■ Recently, some well-known names have been linked to paternity disputes. There's Amber Frey—the other woman in the Laci Peterson murder case—who last fall acknowledged that the man paying child support for her 4-year-old daughter turned out not to be the father. That nugget of truth was uncovered after he took a paternity test, which uses DNA samples to identify a child's biological heritage.

A paternity test also proved that actress Elizabeth Hurley's former boyfriend, movie producer Stephen Bing, was indeed the father of her now 4-year-old son—something he had questioned publicly for months. Daddy doubts are even in TV story lines: When *Desperate Housewives* vixen Gabrielle became pregnant, her hubby asked to take a paternity test, knowing his wife had cheated on him with their lunko gardener.

Paternity tests are hardly limited to these high-profile examples. Though the test has been around since the late 1980s, its popularity has skyrocketed in the past few years among regular couples, says Caroline Caskey, CEO of Identigene, a paternity testing company based in Houston, Texas.

Nationwide stats bear this out: In 1995, about 150,000 DNA relationship tests were taken, mostly to determine paternity. But by 2003, their use more than doubled to 354,000, reports the American Association of Blood Banks. *Cosmo* takes a closer look at what's behind the surge.

PATERNITY TEST PRIMER

Establishing paternity is simple—if the party in question consents. First, you order a testing kit from a lab (they're advertised all over the Web

and TV as well as in the Yellow Pages). With the cotton swabs included in the kit, genetic samples are taken from the child and the alleged father. "Saliva and skin cells contain DNA, so a guy rubs the swab inside his cheek to retrieve his genetic material and then the same is done to the child," says Caskey.

The swabs are sent to the lab that issued the test kit, along with a consent form signed by the alleged father

"When two samples match, odds are greater than 99.9 percent that the man is the father."

and the child's parent or guardian (results may not be legally binding if a person is tested without his knowledge). Within days, the lab contacts the test taker with the outcome. If neither DNA sample matches, there's zero chance of paternity. But if the lab determines that half of each sample is identical, daddyhood is definite. "When two samples match, odds are greater than 99.9 percent that he's the father," says Caskey.

FASTER, CHEAPER RESULTS

Experts say it's this ease and accuracy that have made the test so much more widespread. "Paternity tests used to require blood samples, which were messier and more invasive to obtain than the swab," says Caskey. "Also, in the past few years, technology has improved, enabling a lab to complete a test in a few days, rather than the two months it used to take."

This efficiency has also helped drive down costs, so clearing up daddy doubt is more affordable for the average citizen. "Ten years ago, the price of a test was more than \$1,000, but now it's about \$500," explains Randall M. Kessler, an Atlanta family-law attorney experienced in paternity issues. "As prices plunged, more labs were able to set up shop and compete with one another, further reducing the price."

COURT-ORDERED CASES

Despite the cost-cutting, it's usually the law that compels a guy to be tested. "They are either denying paternity and want to stop paying child support or are attempting to get legal custody of a child they've been raising," says Kessler. Since more men are involved in custody and child-support cases than ever before, the number of legally related paternity tests has increased.

A child support skirmish is what helped Mary*, 31, to get the father of her now 3-year-old son to take a test. "When I found out that I was pregnant, I told the father—a guy I was casually dating at the time—and he stopped returning my calls," she says. "Even after I had the baby, he

**Names have been changed.*

Parent Trap

Hard to believe, but a small number of women "father shop." They sleep with several guys, get pregnant, and tell the man who makes the most money that he's the dad...hoping he doesn't demand a test.

SOURCE: JEFFREY M. LEVINE, CHICAGO DOMESTIC RELATIONS ATTORNEY

APRIL 2006 COSMOPOLITAN 139

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Of course, you could advertise like this:



Tips for Handling the Press

- Put press releases or comments in PDF format.
 - (Don't allow them to change what you say).
- Control the interview.
 - Anticipate the questions, know your answers, and prepare, prepare, prepare.
 - If possible, set up an interview with the press at your office = Home Court Advantage!!



Is there such a thing as bad press?

- http://www.youtube.com/watch?v=mJZHOyOb4Io&feature=PlayList&p=A44E1213095B4FAD&playnext=1&playnext_from=PL&index=1
- I would not suggest an appearance on Jerry Springer.

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Can the media help your practice?

- What do consumers think about experts on TV?
 - They think the network searched out the most qualified expert.
- What really happens?
 - The network finds someone with a title, willing to talk, who doesn't freeze on TV.



How does the media find you?

- They don't.
- You find them (or your publicist finds them).
- How to find them?
 - Watch for interviews/stories in your field.
 - Write the journalist.
 - Offer to help in the future.
 - What's the worst that will happen? They ignore you.
- They need you. You are a great resource.



Getting quoted as an expert is the goal.

- It just takes time to get those relationships going.



How to “Court” the Press?

- ALWAYS ACCEPT THEIR CALLS.
- Always return their calls.
- Always be willing to give your cell phone number.
- Don't be afraid to share the wealth.
- If you don't have an answer or a client willing to talk, ask others to help.
- First, you are helping the general public.
- Second, you are helping that expert; hopefully to be repaid.
- Third, and most importantly, the reporter will really appreciate it, will find you more credible as a source (since you willingly help do their job for them, even when you may not get quoted) and they will call on you again.
- You can consider hiring a publicist, but they are pricey. We do not use one.
- You may even, at times, "pitch" a story but be careful of your ethical rules. Most bars do not permit a lawyer to contact the press to try to influence a case or judge. But to defend an allegation? Or to preempt one?



Be very careful.

How to ensure you are not misquoted?

- Make all statements in writing.
- And if you make a statement via email, use PDF.
- If it is for TV, practice. Rehearse.
- Ask for a list of questions ahead of time.
- If it is a general comment on a case you are not handling (like commenting on a significant case), less concern-no malpractice, etc.
- Again, don't be afraid to say "I don't know".
 - It gives you credibility and shows that your integrity outweighs your ego.

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And market yourself to them.

Meet reporters.

Go to Press events.

Join a Press Club.

Write them a note for writing a good article.
(and mention the type of work you do).

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Good press can give you credibility



<http://vimeo.com/5935684>

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And Be Honest, Always:



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Fun?



- Me and “Juvenile”

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NFL Star Leonard Pope



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NBA Star Jerry Stackhouse



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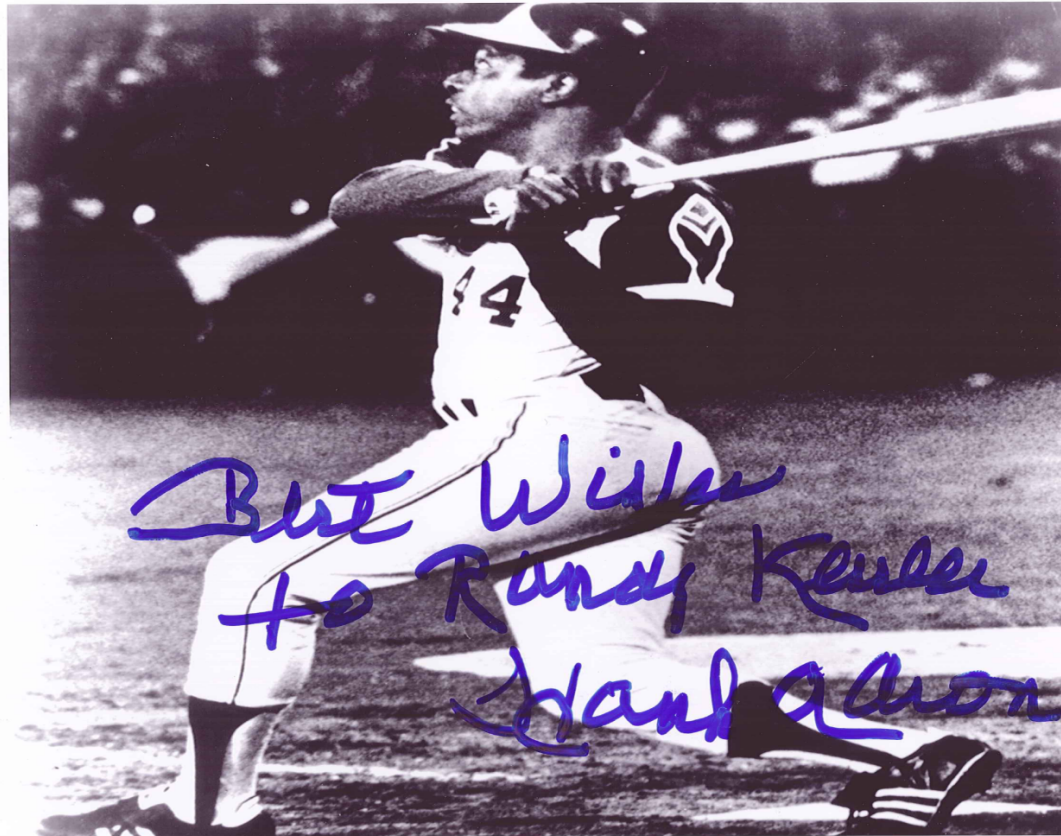
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Hammerin' Hank



HANK AARON'S 715th HOME RUN
ATLANTA STADIUM - APRIL 8, 1974

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War Stories

- Try questioning a 6 foot, 7 inch NFL guy, about whether he has been faithful?
- Never ask Evander Holyfield how he won a fight. He is very animated in showing you.
- Don't let your young clerk pick up your pro player client, IN YOUR CAR. You may find “stuff” in your car.
- “Friends” of high profile clients, are not high profile, just because of their friendship (but may think they are).
- Best indicator of paternity? Usually DNA, but.....
- And be careful of college planning (anywhere but.....).



Any Questions?

- Questions on how to find/avoid the press?
- How to practice for an interview.
- Any comments?



Who would be the nearest potential High-Profile Divorce Client?

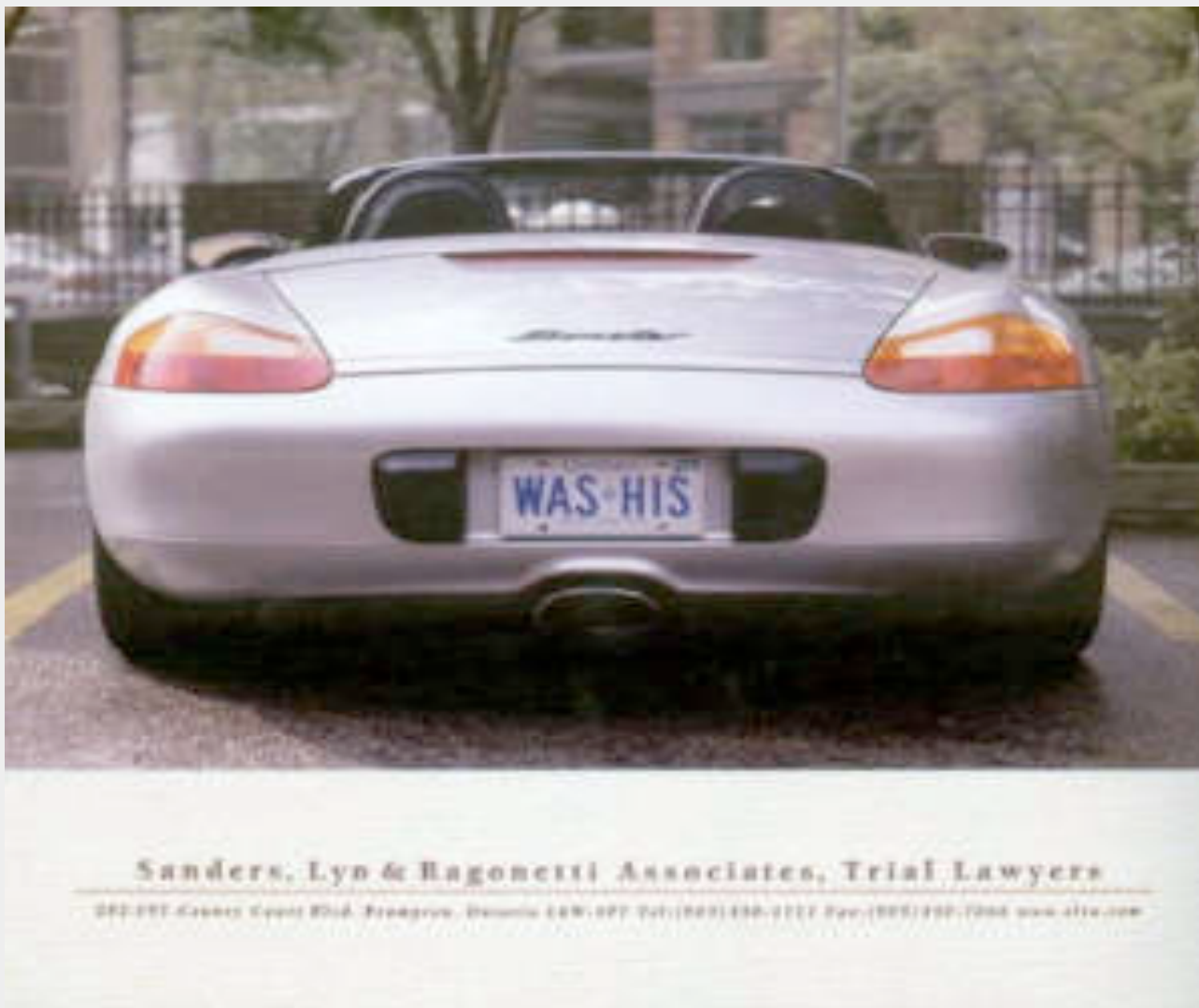


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But Minnie did okay:



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End of “High-Profile” Presentation

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Kessler, Schwarz & Solomiany, P.C. provides legal representation in all areas of family law, such as divorce, child custody, child support, modification, paternity/legitimation, contempt and pre/post nuptial agreements. We look forward to answering your legal questions and to the possibility of representing you.



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