

Go SOLO: Tools for Starting Your Practice

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Bar Center – Nashville, Tenn.



Program Producer(s): Aaron Kandel, Tennessee Department of Human Services

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Are you ready to go solo? This program will help you decide if a solo practice is right for you. Sessions addressing business and marketing will help you determine whether you have the entrepreneurial know-how to start your own practice. Find out if you are ready for the solo challenge and learn how to set up a business and set yourself apart. Topics include:

- Are you ready?
- People skills
- Start-up costs
- Business operations
- Allocation of resources
- Entering the market
- How to promote yourself

8 a.m. – 8:30 a.m.



Registration/Welcome

8:30 a.m. – 9:30 a.m.

(DUAL)

Everything You Need to Know to Go Solo

Matt Potempa, Martin Heller Potempa & Sheppard PLLC

9:30 a.m. – 10:30 a.m.

(DUAL)

The Business of Going Solo

Matt Brock, Matt Brock Law

10:30 a.m. – 10:45 a.m.



Break

10:45 a.m. – 11:45 a.m.

(DUAL)

How to Establish Your Services in the Legal Market

Parke Morris, Parke Morris & Associates

11:45 a.m. – 12:50 p.m.



Lunch (provided)

Networking lunch for both beginner and advanced solo practitioners