



[Young Lawyers & the Big Opportunity Staring Them in the Face](#)

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A Big Opportunity for Young Lawyers

Lately it seems [everybody's talking about entrepreneurship](#). Even [President Obama's State of the Union address](#) was markedly focused on entrepreneurship and innovation. It makes perfect sense given the condition of the American economy and the grim reports on unemployment. Being an entrepreneur is not only about doing what you love or having certain personality traits. Today, [entrepreneurship is about survival](#) of ourselves and our country.

Entrepreneurship is the answer for recent law grads and new lawyers who are unemployed or underemployed. [Sam Glover of The Lawyerist predicted last year that the law grads of 2008-2012 would become the lost generation of lawyers because their lack of experience would make new graduates more attractive hires when jobs do start to come back](#). And for those who don't know, contract lawyering does not count as legal experience.

Articles like the [7-page one in the New York Times entitled "Is Law School a Losing Game?"](#) that you've likely read by now are not encouraging for this so-called lost generation of lawyers. However, even that article mentioned a huge opportunity for new lawyers: "[H]uge swaths of the country lack adequate and affordable access to lawyers." There are tons of people in this country who do not have access to legal services. They are not necessarily poor and destitute. During my clerkship, many of the litigants I encountered were working people who did not qualify for free legal services, some of them even had really great jobs and but they could not afford to pay an attorney \$300/hour (an average rate in that area).

Think creatively about how you, as a new lawyer, can meet the need for low-cost legal services. Maybe it's by starting a non-profit organization or a virtual law office. Focus on the opportunities available and explore them. The more you think about them, the more you'll realize that you can make them happen.

I Jumped at the Opportunity

Obviously unemployment is not just affecting new law grads. [Another New York Times article, "No Jobs? Young Graduates Make Their Own,"](#) discussed recent college graduates who were starting their own businesses because they could not find jobs. This article showcased the opportunity I had discovered several months earlier: there was a generation of young people starting businesses and they needed a lawyer they could afford. Therefore, I started [a law practice focused on serving Gen Y entrepreneurs and business owners](#).

This niche serves those in our country who do not have access to legal services. It requires the creativity I mentioned above because many young, bootstrapping business owners cannot afford high hourly rates. Therefore, I created new packages of legal services called [Savvy Entrepreneur Annual Plans](#) that can be purchased through my [Online Law Office](#). They include periodic attorney conferences, legal documents and an annual legal audit. These plans work for the DIY'ers who attempt to do their own legal work and the Legal Zoomers who want to purchase legal services online. This is how I have created a job I love for myself. It's certainly not easy but it's the most fun I have ever had.

You Can, Too!

Do not put on your rose colored glasses and wait for the bad times to pass. Particularly because [many of the jobs you are waiting for may never be available again](#). Besides, [there's never been a better time to start your own business](#). And thinking like an entrepreneur can help you gain valuable experience, generate income and be a more attractive prospect to employers that may be hiring in the future. So how do you do it? Look around you. Think about the things people always complain about, the little annoyances in life, things that are overcomplicated, things that you can fix. These are the opportunities. Entrepreneurs focus on two things: 1) helping people and 2) generating income. Begin to focus on those two things together to recognize the opportunities around you.

Rachel Rodgers is an entrepreneur and business attorney with an online law practice, [Rachel Rodgers Law Office](#). She writes several columns and a blog entitled [Gen Y J.D.](#). When Rachel isn't writing or practicing law, you can find her hanging out in a bookstore, traveling or cheering on the Jets..