

# Jim Hammerschmidt Provides Commentary for Law360 article on Prospective Clients

Jim Hammerschmidt provides commentary for Law360 article, “The Question You Should Ask Every Prospective Client” (October 2, 2014). The article compiled responses from more than 30 attorneys who shared input on the one question they always pose to attract new clients.

“In my opinion, the most important question to ask a client in that all-important pitch meeting is, ‘What is your goal?’ For me, that question opens the door for multiple levels of discussion about the case, including whether the client has realistic expectations, whether we can meet the client’s expectations, how we will go about meeting the client’s expectations and whether everyone’s expectations are open and on the table so that the client is happy with the representation that we provide.”

Jim’s comments and the full article, “The Question You Should Ask Every Prospective Client,” can be found at [Law360.com](http://Law360.com) (subscription required/free trial available).