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One of the first lawyers to network on [MySpace](#)

**Today, we're tweeting w/ [@pgardnerii](#): corp / entertainment lawyer & only 22 Tweets interviewee to attend a Kanye West B-day party**

- 1. [@Pgardnerii](#), thank you for joining us today on Twitter. Tell us: who is [@Pgardnerii](#)?**  
I am a corp. and entertainment lawyer, methodical thinker, loyal friend, chess player, serious accident survivor, shark, and 6'5"
- 2. Wow - enough there for FIVE twiterviews! Tell us about your law practice.**  
My practice is never boring! Deal with celebrities almost everyday. Long nights either in office or out with clients - VIP style
- 3. Yes, I often see your tweets from the office very late at night. What type of clients do you represent?**  
corporations, companies, rappers, singers, music producers, movie producers, managers, artists, models, street teams, media, etc.
- 4. What do you tell every new client before you start working for them?**  
What I can do, and what I cannot do for them. I manage expectations. I rather under-promise and then over-deliver.
- 5. Why do your clients hire you?**  
because I deliver results, I can be reached on the phone, I manage expectations, I provide cigars, champagne and pool in my office
- 6. You'll probably get lots of resumes after that tweet... What was the most significant client representation you've had?**

LOL

in my career, all of my client representation has been significant!

7. **Very wise answer.... What is the single most important legal issue affecting your clients?**  
😊 Digital rights management and the ongoing hardcopy sales loss to digital music.  
I tell my clients 2 use [www.gigcalculator.com](http://www.gigcalculator.com)
8. **What then is the single most important \*business\* issue affecting your clients?**  
without hesitation - the RECESSION!
9. **You spent several years at BigLaw before founding your own firm. What led you to strike out on your own?**  
I spent 4 years at DLA Piper. I struck out on my own because I figured out that I was a rainmaker and that I could keep my profits!
10. **Looks like you were right from here. How difficult was the transition from BigLaw to solo?**  
VERY difficult. I would not have done it if I knew that the first couple of years were going to be so hard.
11. **Would love to hear more about that - could you come back for 2nd twitterview on that? How do you market your practice?**  
yes, no problem - so long as you have a cigar and a game of pool on me!  
I market my practice via word-of-mouth; social networking; and some very strategic marketing opportunities
12. **How much time do you spend each day developing / enhancing your brand?**  
At least 7 hours a day! Each decision I make on a clients' case develops or enhances my brand. Sometimes, beyond that client.
13. **When and why did you become active on Twitter?**  
I became active on Twitter about 2-3 months ago. I became active because I know social networking sites are good for my business!
14. **I believe you were one of the first lawyers to network on MySpace. Are you still active there?**  
Yes, to both. MySpace is still VERY viable with over 110 million monthly active users around globe - (Entertainmentesq on MySpace)
15. **Social media / social networking clearly very important to your practice. What specific benefits have you seen from it?**  
SIGNIFICANT increase to my bottom line! Properly utilizing social networking tools can generate a new revenue stream for people

**16. Let's switch gears: what is the most significant issue currently facing the legal profession?**

Out of lack of minorities, age discrimination, judicial compensation, & client access to cheaper legal solutions - I say access

**17. Hard to argue with that. What will the legal landscape look like in 10 years?**

In my humble opinion, I think that you will see a globalization of the legal profession soon

**18. What would you do if you weren't a lawyer?**

I would probably be an NBA player - blocking Shaq's shots!

**19. At 6'5", you might be able to do that! How do you want to be remembered?**

LOL, I would like to be remembered as a fair, but no-nonsense lawyer, a family man, and a cool, down to earth southern gentleman

**20. What do you do when you're not working?**

I Twitter, play chess, exercise, watch 24 on TV, recite lines from TV commercials and movies, and play practical jokes on my kids!

**21. You are a busy man! What's at the top of your iPod playlist?**

I listen to a lot of client music! But mainstream stuff too like Rick Ross, Jadakiss, Asher Roth, Los, Angel Lola Luv, Baltimore Snoop, etc  
did I mention that I play the trombone so I listen to classical music too? The Baroque period is my favorite! 😊

**22. Hip Hop + Baroque = the new mashup? Final question: What advice do you have for people going to law school today?**

Hey, let me work on that! My advice is to do well in law school but also learn how to get clients and build your "book of business"

**Thanks for the great twitterview! When you come back you can talk about that B-day party.... <http://bit.ly/ZHssP>**

shhhhhhhhhh, what happens at parties - stays at the parties! 😊

**Oops.... Did I say "party"? I meant "drafting session". Really**

LOL - now you're getting how the entertainment world REALLY works!