

## Referrer Spotlight:

### Russ Harris

Russ Harris has maintained a general civil law practice for 25 years. Russ' clients include businesses and individuals. Russ assists companies to transact all types of business, and assists with equipment leases, sales contracts, real estate leases, software and film licenses, loan agreements, promissory notes, employee handbooks, employment agreements, and many other documents that come up every day in business.

Russ advises clients regarding complying with the Telemarketing Sales Rule, the Americans with Disabilities Act, the Family and Medical Leave Act, and Title VII discrimination matters.

Russ was born and raised in Concord, California. After an LDS mission to Madrid, Spain, Russ graduated with a degree in business from BYU. He then went on to the University of Utah to get his J.D.

When Russ is not practicing law, he can be found on one of Utah's many ski hills, backpacking, or playing tennis with his wife and kids.



# Attorney Advantage

AUG  
2023

HELPING ATTORNEYS BUILD BETTER FIRMS SO THEY LIVE BETTER LIVES

Getting paid 100%: Rule 8: You, your family, and your team are your first priority — clients are second

June's rule was about firing your worst client — today. Stellar piece of advice that, and one that will vastly elevate your law firm if you follow it.

This month represents the end of the rules for getting paid 100%. That's right, we are *alla fine*.

Perhaps the most important rule remains, however: You, your family, and your team are your first priority — clients are second.

But aren't we taught taught from an early age that, "The client is always right"?

We are, and that's wrong. Totally wrong.

The client is not always right — in fact, in our line of work, the client is almost never right. And the client certainly should not come first.

Why?

Because if you put your client first in importance, ahead of you, your family, and your team, the following will happen:

1. You will not collect 100%, and you will always be underpaid.
2. You will spend too much time at the office instead of with your family.
3. You will force your team to work too much, and you will pay them too little.
4. You will keep terrible clients and your team will resent you.
5. You will have high turnover in your firm.
6. You will not take vacations and enjoy life like you should.
7. You will neglect your kids.



8. You will resent your clients.
9. You will disdain being a lawyer.
10. You will flame out, sooner or later.

It doesn't have to be this way. You can put you first.

Here are some examples of putting you first:

1. Doing great work and getting paid 100%.
2. Serving only those clients you really want to serve.
3. Paying yourself very well.
4. Paying your team very well.
5. Going to the gym every day.
6. Not working weekends (unless you have a trial on Monday, then you have to, unless you're way better prepared than me).
7. Not taking calls from clients in the evening or on weekends.
8. Taking vacations.
9. Leaving the office at 5.
10. Firing clients who abuse you and your team.
11. Making time to eat healthy.
12. Not picking up the phone every time a client calls.
13. Raising you rates — clients will pay, by the way.
14. Spending as much time as you want with your family, and not feeling guilty about it.



Turns out, there's nothing quite as exhilarating as running with bulls in Pamplona. Brady Brammer and I, luckily, made it out fully intact.

The beauty of putting you first is that you'll actually serve your client better over the long term, you'll enjoy being an attorney, and you'll have the energy to serve others at a very high level for the rest of your career.

If this all sounds like a pipe dream, it's not. You can do this. You can put you, your family, and your team first. And it all starts with your commitment to getting paid 100% for the work you already do. All the other changes you make to your practice after that are simple.

So, will you commit?

**Brown Family Law**  
appreciates your referrals

We help our clients going through divorce maximize time with their children, and maximize their money

801-685-9999



## Team Spotlight: Amy Pomeroy

Amy graduated cum laude from J. Reuben Clark Law School in 2010 and is licensed to practice law in both Utah and California. She honed her skills as a trial attorney as a Utah County Deputy County Attorney. She found it deeply rewarding to advocate for victims of abuse and trauma.

As a prosecutor, Amy saw how poorly handled divorce proceedings could create ongoing conflict. She is committed to anticipating potential issue so they can be addressed before problems materialize. Divorcees and their children deserve to move forward in their lives with stability.

Amy is the mother of three energetic children and one Vizsla. She enjoys running, woodworking, and spending time exploring National Parks with her family.



## BOOK REVIEW:

### “Be Your Future Self Now” by Ben Hardy, Ph.D.

The best new book I've read lately is “Be Your Future Self Now” by Ben Hardy.

The main thesis of the book is this: Your past is not what defines and determines your future behavior; your concept of your future self is.

In other words, you're pulled forward by what you want and think you can become; you are not held back by what you have done.

For those of us who believe in free will and the ability of humans to maximize their potential, hearing this thesis from an organizational psychologist is a nice change from the doom-and-gloom determinism of so many past psychologists.

Hardy delves into the science behind the idea of the future self, potential threats to the future self, truths about the future self, as well as 7 steps to becoming your future self now.

The whole idea of becoming your future self is to create that person in your mind in great detail, and then start acting as that person would act. Not how you would act now trying to become your future self, but acting exactly as your future self would act.

Turns out you have to act like the person you want to be in order to become the person you want to be. There are no intermediary steps here.

And this is why envisioning your future self in great detail is so important. If your future self is vague, then you will vaguely act like the person you want to become, which means you'll never actually become that person.

Get specific. Get granular. Then, get to acting.

Hardy does a much better job than I do at explaining the conceptual framework and laying out the exercises that will help you be your future self.

Hardy is a good writer, The book is well worth the read. In fact, I've read it twice, and I'll likely read it again soon.

As always, if you would like a copy of “Be Your Future Self Now,” email me (marco@brownfamilylaw.com) and I'll send you a copy.



## Recipe of the Month: Deviled Eggs with Smoked Salmon

Soon it will be Labor Day, the last chance to grill and eat all those yummy summer party foods. Deviled eggs are a perfect end-of-summer party snack.

Why smoked salmon? Because I grew up in Cold Bay, Alaska. Population 85. My dad ran a salmon hatchery. As you can imagine, I've had salmon every which way, and smoked is, by far, the best of the ways.

### Ingredients

- 8 extra-large eggs
- 1/2 cup sour cream
- 2 ounces cream cheese, at room temperature
- 2 tablespoons good mayonnaise
- 1 tablespoon freshly squeezed lemon juice
- 2 tablespoons minced fresh chives, plus extra for garnish
- 4 ounces good smoked salmon, minced
- 1 teaspoon kosher salt
- 1/2 teaspoon freshly ground black pepper

### Directions

1. Place the eggs in a pot large enough to hold them in a single layer. Cover the eggs with cold water and bring to a full boil over high heat. As soon as the water boils, turn off the heat, cover the pot, and let the eggs stand for 15 minutes. Drain the eggs and fill the pot with cold water. Set aside until the eggs are cool.
2. Peel the eggs and then slice them in half lengthwise. Remove the yolks carefully. Place the yolks in the bowl of an electric mixer fitted with the paddle attachment and arrange the whites on a platter in a single layer with the cut sides up and sprinkle with salt.
3. To the egg yolks, add the sour cream, cream cheese, mayonnaise, lemon juice, chives, salmon, salt, and pepper. Beat on medium speed until fluffy. With a small spoon, fill the egg whites with the egg yolk mixture. Cover loosely with plastic wrap (you don't want to flatten the filling) and refrigerate for 30 minutes for the flavors to blend.
4. When ready to serve, garnish with some extra chopped chives. Sprinkle with salt and pepper and serve.



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# Raise your Revenues \$100,000 in 3 Easy Steps

Revenue is to a law firm is what oxygen is to the body. Without it, a law firm atrophies and dies very quickly.

This is why increasing law firm revenue is such an important task. In fact, increasing revenue is the single most important task in any law firm.

Now, some may say, "Revenue is the wrong metric. Profit is what's important."

That's correct, but there is almost never increase in profit without first a hefty increase in revenue. And I've noticed that when attorneys get serious about increasing revenue, they simultaneously get serious about maximizing profit. The two tend to go hand-in-hand.

So, how do you increase revenue, and, more specifically, how do you do it quickly with the least amount of difficulty?

Here are the 3 steps I've found to be most effective — not only the most effective, but also the steps that (1) cost essentially \$0 to implement, and (2) create the quickest increase in sustainable revenue:

## 1. Bill in real time.

This may seem a weird step 1, but billing in real time is imperative because if you don't bill in real time, you'll lose (i.e., not bill) a lot of worked hours. What I mean by "real time" is bill for every case-related task, in a computer system, the moment you finish the task, and before you move on to the next subsequent task. And, please, don't discount your time. Bill in real time every moment you work on a case.

## 2. Increase your rates.

Chances are you are charging too little for what you do. If you provide excellent service to your clients (i.e., you do your job as an attorney), clients will pay more for what you do than you are charging right now.

If you are charging, say, \$250 per hour, raise your rate to \$299 per hour. You will lose 0 clients because clients don't care about, nor do they understand, billable hour rates. If you bill \$325 per hour, raise your rate to \$395. Again, you will lose right around 0 clients.



Try it. Experiment with it. If you don't like making more money, you can always lower your rates.

## 3. Collect 100% on the work you do.

If you've ever read my newsletter, you know I continually preach the "get paid 100%" gospel. There's a reason for that: It works. The average attorney leaves tens-of-thousands of on the table every year due to inadequate collections.

Collect like your worth it. Collect like a casino boss.

If you need help setting up or refining your collection system, reach out and I'll help you any way I can: marco@brownfamilylaw.com.

Finally, if your law firm numbers are anywhere near average, implementing these 3 easy steps will very likely result in a revenue increase of \$100,000+ per year in your law firm. Most likely, it will increase the revenue of each attorney in a firm by at least \$100,000, and all without additional expenditures or disruptive systemic changes.

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## How To Never Work Another Holiday

Many attorneys become attorneys because it's a professional job, and they believe it will afford them large amounts of time freedom.

And then, something happens. They become beholden to billable hours, senior partners, clients, and the courts, and their time freedom vanishes.

It vanishes so much that they start working weekends, and, worse yet, holidays.

I remember working all the holidays. Doing divorce as 100% of my practice, clients would inundate the office with calls around holidays:

- Problems with scheduling parent-time exchanges
- Fights over flight times
- Misunderstandings regarding the statutory holiday schedule
- Defending bogus TROs regarding abuse that just "happened" to coincide with Christmas school vacation

When my wife finally complained enough about me missing holidays, and it finally sunk in that I was severely shortchanging my family, I decided never to work a holiday again.

Here's how I did it.

1. I committed to not working holidays.

If you don't commit, you'll find excuses to work.

2. I wrote my firm's holiday schedule into our retainer.

That's right, I wrote out when the firm would be closed throughout the year for holidays. For example, here's what I wrote regarding Thanksgiving and Christmas:

"The following is a list of holidays on which our office will be closed: . . . Thanksgiving (from the day before Thanksgiving until the following Monday), Christmas (December 25; although, because things are so slow at the Court during Christmas, there is minimal staffing in the office from December 20th to January 2nd, so consider the office closed from December 20 through New Year's). Closed means we will not be available to work, take calls, or answer emails."

3. I sent reminders to clients regarding unavailability on and around holidays.

Clients forget what's in their retainers, so you have to remind them. I sent clients reminder letters and emails regarding our holiday schedule and reiterated when I would not be available.

4. I scheduled vacations so I was physically not present in the state during holidays.

Sometime, clients are more understanding about holidays than the courts are. This is especially true about Thanksgiving and Christmas. I found that a surefire way to never get caught with a trial or hearing around those holidays was to book, months in advance, a vacation and be out of state. That way, when scheduling came up, I could always say, "Sorry, I've already booked a family vacation from X to X, so I can't schedule that hearing on December 23rd."

And that's how I did never worked another holiday.

You may be thinking, "Oh, that's nice, but that will never work for me. I'm way too busy and my clients are far too demanding."

I guess there are some practice areas that work under very tight deadlines at the end of the year (think: M&A and PI), but those are the exceptions, not the rule.

For 99% of us, never working another holiday is all about managing client expectations and being clear with people about your boundaries and how and when you work. Discussing these things even before the client hires you is especially effective.

Ultimately, clients appreciate and respect attorneys who are upfront with them, and attorneys who value their own time and space.



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