

March 2016

MARC WHITEHEAD & ASSOCIATES
ATTORNEYS AT LAW, LLP
A NATIONAL DISABILITY CLAIMS LAW FIRM

Vol. 2

Issue: 01

THE NEWSLETTER
YOU'VE BEEN WAITING FOR...

\$uccessful Barrister



"MARKETING, MANAGEMENT & LIFE SKILLS THAT PROBABLY WON'T GET YOU DISBARRED"

New Price! ~~\$29.99~~ Sale Price: \$19.99

WELCOME to the 1st Issue of the 2016 \$uccessful Barrister!

This marvelous newsletter is for lawyers seeking to improve their practices and their lives while still making money and staying sane! In this issue, I share some time management ideas that I use quite often to help keep productivity high and wasted time to a minimum. And be on the lookout for my fabulous Disability Insurance Policies book featured in this issue and coming to your mailbox soon. As always, if you know anyone you think would enjoy this newsletter, please email me their contact information at marc@marcwhitehead.com and I will be pleased to add them to my mailing list. Enjoy!

INSIDE THIS ISSUE

- *Being a Superstar Rainmaker*..... pg. 1
- *Self-Organization: A Time Manager's Tool Chest*..... pg. 2
- *Put First Things First*..... pg. 4
- *The Three Core Divisions of Marketing Your Law Firm*..... pg. 5
- *The 7 Essential Traits You Need for Marketing Success*..... pg. 6
- *Lawyers Need a Laugh*..... pg. 8

Being a Superstar Rainmaker

B2B Marketing for Lawyers



MARC WHITEHEAD
BOARD CERTIFIED - PERSONAL
INJURY TRIAL LAW
TEXAS BOARD OF LEGAL
SPECIALIZATION
BOARD CERTIFIED - SOCIAL
SECURITY DISABILITY LAW
NATIONAL BOARD OF SOCIAL
SECURITY DISABILITY ADVOCACY



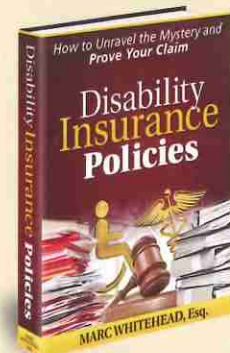
While many lawyers market to potential clients, depending on their practice area, attorneys can get their best cases by marketing themselves to other lawyers. Traditionally this is referred to as business to business or B2B marketing.

How to Market to Other Lawyers

Like any marketing strategy, you must know your audience. Who are the makers and influencers in your field of law? Just as important, consider what types of lawyers make the best referral source for your ideal potential client. For a disability lawyer such as myself, PI, family and estate planning lawyers are a great referral source, since we deal with the same client base but we are not competitors. Other lawyers have spent years developing their own loyal "herds" and as long as you are not a competitive threat, you can take advantage of their efforts. The best way to do this is to clearly define yourself so that you are not perceived as a threat to their herd. You need a niche.

CONTINUES ON PAGE 3

FEATURE BOOK



Call Us For a Free Copy of
Marc's Latest Book!

PAGE
1 OF 8

Self-Organization: A Time Manager's Tool Chest



I was reading an article by Lee Milteer entitled "Productivity Tools" that got me thinking about how I organize my work day and how I attack my to-dos. Before divulging the secrets to my great success, I'd like to offer a few disclaimers: "if it ain't broke, don't fix it," be honest with yourself, and do what works for you. With that being said, everyone can use reassessment and tweaking from time to time to optimize... well, our time. So here are some common organizational pitfalls and various practical ways to avoid or combat them.



Problem: Losing the Forest in the Trees

Solution: Build Zone-in/Zoom-out Time.

Have some set zone-in/zoom-out periods built into your days, weeks, and months for short-term and long-term planning. Zone-in time is meant to analyze your short term needs and how to accomplish them. Ask yourself: "What do I need to do today and how do I get it done with X amount of time?" or "How is today going to play out?" I will expand on this further below when discussing "to-do" lists. It's also vital to zoom-out and take a look at your goals on a larger scale. What do you want

to accomplish this year? This month? This week? How do you want to grow in particular areas of your practice or personal life? Where do you see yourself/your firm at certain benchmarks in the future? You have to take time to ponder and plan these goals out if you want to execute them effectively. It's good to get away from the office and do this at a coffee shop or while on a walk through your neighborhood where you can really reduce distractions and listen to yourself. Know what works for you and make sure to hold yourself to these appointments the way you would a colleague.

Problem: Lack of (Personal) Accountability

Solution: Prepare Detailed "To-Do" Lists.

Creating "to-do" lists is the universal organizer and is a good solution. To beef up your "to-do" list and make it GREAT, add some essential functions. Instead of just listing items aimlessly, brainstorm by checking your lists and calendars. Jot down everything. Then prioritize your lists and give yourself strict due dates. You should also keep a delegation to-do list! Keep a list of what you've given to whom, when you gave it to them, and when you should circle back with them to check in on their progress or when you expect a project to be completed. Keep a daily task list and a running to-do list for the week, month, year etc. Come back to these and consult them during your zoom-out time.

Problem: Unpredictable Work Schedule

Solution: Have a Daily "Get Started" Routine.

This can be difficult at times because, as attorneys, we don't have a typical 8am-5pm days like other desk-dwellers. We have court appearances, depositions, client meetings, speaking engagements, pro bono work, and other obligations that often make our desk time unpredictable. That is why it is very

important to plan ahead and create an acclamation routine to successfully hit the desk running! When I get in the office for the day, I usually have a simple yet consistent routine: get some coffee, read through my email, read notes from the day before, and review my office calendar to build my to-do list for the day. If I'm particularly scattered when I get back to the office (say I dealt with a cantankerous judge that morning or had a difficult client), I might allow myself a few moments to read an internet article or two for pleasure to reset for the rest of the day ahead. Remember, we're human (despite the wishes of our boss or clients), do what you need to do for yourself to get reset and get your head back in the game!

Problem: Unexpected Distractions

Solution: Overestimate Time for Projects and Learn to Say "NO."

In our fast-paced work environment, and the distraction heavy culture of the 21st century, it's easy to budget an hour or two for a project, then later find yourself still working on it at the end of the work day. Consider all the different ways we are distracted through the day: emails, texts, cell phone calls, work phone calls, calendar "pop ups", co-workers "buzzing" you with questions and needs, or just people dropping by your office. This all takes away from our precious time and mental focus we budget to accomplish our goals for the day. One solution is to be very generous with your time estimates and try not to let yourself wait until the last minute to get things done. My boss, Marc, endorses the "time blocking" method, in which he leaves certain parts of his day for people to distract him, but other blocks when he is not to be distracted. He blocks his time for phone calls and groups similar things together for efficiency.

CONTINUES ON PAGE 7

"Life is Tough, but it's tougher if you are stupid."

John Wayne

Develop Your Niche

In order to market yourself well, you need to become the expert or “go to” lawyer in your niche. Your niche has to be something that sets you apart from the crowd. It also says I won’t steal your clients. I won’t mess with your herd. Saying you are a PI lawyer is not a niche.

Focusing or specializing in disability, ERISA benefits, elder law, medical malpractice, dog bites, trucking accidents, etc. is a niche.

You can accomplish this by:

- Writing books
- Publishing articles
- Mailed or emailed newsletters
- Attending and presenting at speaking engagements
- Ads in trade journals
- Getting out and talking to other lawyers

All of these things will help you to get your name out there for other lawyers to see. Don’t assume you need a publisher to write book. It is easy to self-publish these days. You also don’t need to be invited to speak before you can write articles. Just write the article and send it to your list. It has the same effect.

You should also consider creating a pitch packet for yourself. Having a brochure or folder that outlines your services and experience helps you streamline the process of developing new referral sources.

Your Global List

You can’t spend all of your time and effort marketing to anybody and everybody. You need to create your Global List or your Global Universe. This is a list of lawyers and law firms that make up your target audience. Our list includes every lawyer we have ever dealt with, plaintiff or defense, plus various members of the HBA, HTLA, TTLA, AAJ and any other relevant list I can get. Once you have your global list in place, you want to nurture your relationship with them and create Top of Mind Awareness or TOMA. You can accomplish this in a number of ways. At least once every quarter, send something of interest to those on your global list, such as articles or newsletters as mentioned above. Currently my Global list has about 5000 names on it.

Superstar Referral Sources

When it comes to your Proven Referral Sources List, your Superstars, you want to touch base more often than you would with your regular global list. This tighter circle of referral sources are defined

as someone that has sent you at least one case over the last three years. They have proven that they know and like you, but they may not have that much to refer to you. I suggest, depending on your practice area, that you set a goal of having 500 Superstar referrals. This may sound like a lot but set your goal high. You never know. Help keep Top of Mind Awareness with this group by sending your Superstar referral sources all of the items mentioned above **plus:**

- Pay Referral Fees When Appropriate
- Send Them Personal Thank You Notes When They Send Referrals
- Always Keep Them Updated on the Case
- Take them to breakfast or lunch yearly or at least make a point to speak to them at public events.

Your Top Twenty List

Your Top Twenty List includes everyone that is a “frequent flyer,” meaning they can and do send multiple referrals every year. Don’t take the number 20 literally. If you can get more than 20, that’s great.

This is the list that you want to spend the most effort on.

This list of your Top 20 referral sources should receive everything mentioned above **plus:**

- More investment of your time; be sure you take care for your Top 20 list.
- Make yourself a resource to them if they have any questions regarding your field of expertise.
- Send these referrals thank you gifts for any referrals they send over, whether you take the client or not.
- Send them birthday greetings and holiday gifts.
- Meet with them quarterly and call them monthly.

You need to constantly cultivate and deepen your relationship with this Top 20 List. Remember, these Top 20 lawyers on your list have other attorneys that influence them and you want to try and add those influencers to your Top 20 list as well.

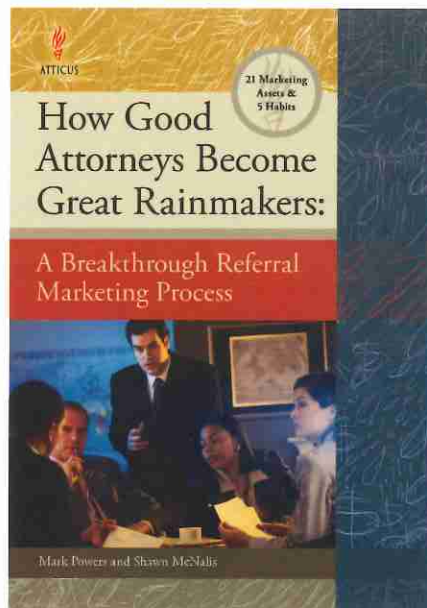
How Do You Build Your Global List in the First Place?

I spoke about all the ways to nurture your Global List, your Superstar List and Your Top 20 List, but what is the best way to get in the habit of putting yourself and your firm out there? Mark Powers and Shawn McNalis have published a book called, *How Attorneys Become Great Rainmakers: A Breakthrough Referral Marketing Process*. This is an essential guide on marketing yourself and your law firm; I highly recommend you give it a read.

The book lists Five Marketing Habits that are a great model to help you build your marketing muscle memory.

CONTINUES ON PAGE 4

PAGE
3 OF 8



Five Marketing Habits

HABIT 1: Make Three Marketing Contacts per Week

- Talk to each of these contacts for at least 20 minutes to an hour.
- Be sure to ask questions, you are building a rapport with each contact.

HABIT 2: Asking for Referrals

- Explain to your global list that your practice is built on referrals.
- Get used to asking these contacts to send referrals that are in need of assistance.

HABIT 3: Sharpening the Saw

- Attend marketing seminars or read marketing books to keep yourself up to date on marketing strategies and trends. Attending these functions will also help you to get your name out there.
- Don't just focus on your competition, pay special attention to ways you can draw in more referrals. Being a source of knowledge in your field of expertise will help you to draw in other attorneys who have questions and in turn, they will provide you will more referrals.

HABIT 4: The Thank You Habit

I mentioned this above but this is a really important habit.

- Thank your referral sources each and every time they send you a potential client, even if you aren't able

to assist them. The fact that you took the time to say thank you will make a lasting impression.

- Develop a thank you system. Sometimes a thank you card or phone call is enough. For others who may send you more than one referral, you may wish to send a gift or a series of thank you cards depending on the situation.
- Create a spreadsheet of all of the referrals you have received along with what you have sent as a thank you. Keep track so that you aren't sending the same letter or gift over and over.

HABIT 5: The Adding Names Habit

- Be sure to add at least 5 new contacts a month to your referral database.
- Ask existing referral sources to suggest other potential referral sources.
- Join organizations that will lead to new referral sources.

By using these 5 habits and getting yourself focused on making use of other attorneys as potential referral sources, you will in turn make yourself an invaluable source of knowledge and referrals to other attorneys. This cycle will not only grow your Superstar list and in-turn your Top 20 List; it will help you grow your practice into a success. You can pick up *How Good Attorneys Become Great Rainmakers* at AtticusOnline.com. ☺

Put First Things First



BRITNEY McDONALD
ASSOCIATE ATTORNEY &
MEDIATOR
ACCREDITED VA ATTORNEY
MEMBER OF THE CAVC

Juggling the different areas of our lives can be both stressful and rewarding. The ability to recognize which tasks must take priority over other tasks becomes increasingly important

as we grow in our careers and life goals. Stephen R. Covey speaks to this idea in his writings about the *7 Habits of Highly Successful People* and refers to this notion as Habit 3, "Put First Things First". He preaches that the heart of effective personal time management is to spend the maximum time possible doing important jobs in a non-urgent atmosphere which then increases your efficiency. He describes the four basic types of activities that we face in our lives, categorizing them as quadrant 1, "Important and Urgent," quadrant 2, "Important and Non-Urgent," quadrant 3, "Urgent but Not Important," and quadrant 4 "Not Urgent and Not Important."

"Important and Urgent" activities usually include responding to crises, pressing problems, or tight deadlines. Crisis managers and problem-minded people deal mostly with this area of time management. "Important but

Not Urgent" activities consist of preventative maintenance, relationship building, creative thinking, planning, and recreation. Mr. Covey emphasizes that this area is the heart of effective personal management and it holds the key to business efficiency.

Next, "Not Important but Urgent" activities are mostly phone calls, mail, meetings, and other smaller, pressing matters. Often, these tasks are thought of as urgent only because someone else has that expectation. Unfortunately, some people spend time here thinking they are covering essential matters. Lastly, "Not Important and Non-Urgent" activities primarily are pleasant, harmless activities, like some mail, trivia, and time wasters. Mr. Covey warns that spending all of your time here is a sure way to be totally ineffective.



CONTINUES ON PAGE 6

The Three Core Divisions of Marketing Your Law Firm

By Ken Hardison

If you don't have the cases, how can you build a law firm?

You have to figure out how to get cases, and you do that by marketing. Marketing is not the same thing as advertising. Marketing is the overall strategic plan of what your message is and what you want to project. Marketing is like the wheel on a bicycle, and advertising, in different mediums, is the spokes of the wheel. Advertising mediums include TV, radio, Internet, and referral systems, among others.

If you think about it, there are really three core divisions of marketing your law firm. One of them is "before representation." That's usually what everybody thinks about. It's finding, identifying, educating, and motivating people to hire your law firm for the first time. That's getting leads. But there are actually two other

components of marketing your law firm—one of them is "during representation." If you can deliver the experience of exceptional client service as it relates to the strategy of preeminence, which I will discuss later, then you can create raving fans who will give you great reviews and send you referrals and become repeat clients.

We don't have a lot of that in the injury and disability sector, but I have had people who originally got hurt on the job, and then five years later came back to us because they got into a car wreck, and then ten years later came back to us because they had become disabled. One client had moved out of town and still had my business card from 10 years prior. I did such a great job for him, and he had received such great client service, that he kept my card. He drove two hours to hire us, and he showed me that business card. It was ragged and torn at the edges.

But he had kept it because I had become his trusted legal advisor. That told me something right there. That made me realize that it's not just about getting clients in the door. It's what you do after

you get them in the door that can get you repeat business.

What You Do After You Get Clients In The Door Is What Prompts Repeat Business

The third core division of marketing your law firm is "after representation," and this is where most lawyers don't do anything. You want to nurture lifetime relationships with people who already know you and trust you. I've always said, "People hire lawyers who they know, like and trust." Lawyers often spend a lot of money trying to attract people who don't know anything about them, and they forget about the people they already know - the people they have already represented. These are the people who know them, like them, trust them, and hopefully are happy with them. Why not put your efforts on marketing to those people?

"Do the right thing. It will gratify some people and astonish the rest."

Mark Twain

You don't have to prove anything to those people. All you need to do is let them know that you're still out there so that they don't forget about you. The key is to generate referrals from these people and get repeat business. I've found that 90 percent of lawyers focus on only the first stage. There is another 8 percent who focus on the first two stages. But very few, I'd say less than 2 percent, focus on all three. The lawyers who do this are the super-successful lawyers. They understand what it takes to be a preeminent law firm in their market, and they're working all three stages all the time.

Most lawyers think about building preeminence as it relates to "before representation," but probably only a small percentage of them think about it

as something they can work on "during representation." Jay Abraham coined the phrase "the strategy of preeminence." He's a mentor of mine, and I think he's a brilliant marketing mind and businessman. He teaches the strategy of preeminence, and says that to attain it, you have to change the way you think about being a lawyer and practicing law. You must quit thinking that you're just a purveyor of legal services, and start thinking about what you ultimately want to become — a trusted legal advisor. You want to be seen by all people, especially your clients and past clients, as their problem solver. As their helper. As their trusted legal advisor.

You want them to know that if they ever have a legal problem, they just have to pick up the phone and call you. Some lawyers disagree with me on this. They say, "I don't have time for that. I don't want to deal with all of these little questions and concerns." These lawyers are short-sighted. Think about all of the referral fees that those lawyers are missing. I might not do malpractice. I might not do mass torts. I might not do asbestos cases, but if I practice the strategy of preeminence, in which I am someone's trusted legal advisor and they call me any time they have a legal problem, think of all the good that will come from that, even if I'm not getting referral fees. I can refer domestic cases and criminal cases, and I've already set up all of those referral networks. These lawyers are going to reciprocate and send me cases. You have to see the big picture. That's why it's so important.

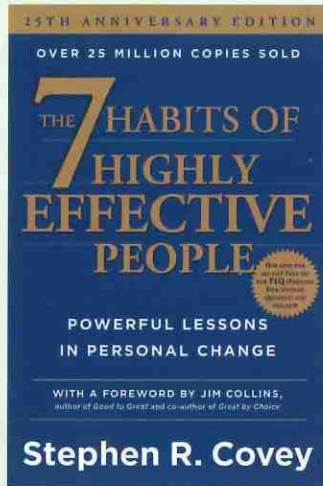
Everything You Do Should Be For That Client's Benefit

Everything you do should be for that client's benefit, their advantage, their improvement, their enhancement, their enrichment, their betterment, and their well-being. You want to be considered their counselor, their advisor, and their fiduciary. When you refer them to someone, refer them to the best lawyer you know for that kind of work. The reciprocation will take care of itself. It's sort of on auto-pilot. Just make sure that you take care of the client first and foremost. Always keep their best interests in mind.

CONTINUES ON PAGE 7

PAGE
5 OF 8

The "Important but Not Urgent" category is the quadrant in which you should aim to maximize your time. By increasing the amount of tasks carried out in this category, the likelihood of tasks cropping up in the first "Important and Urgent" category are minimized. Mr. Covey explains that effective people are not problem-minded; they are opportunity-minded and think preventively. The only way to concentrate efforts on "Important and Urgent" activities is to cut time spent on the last two categories, "Not Important but Urgent" and "Not Important and Not Urgent." Centering decisions on correct principles and focusing on a mission statement gives the guidance needed to make decisions. He urges, whether you like to admit it or not, the way you spend your time is a direct result of the way you really see your own personal priorities.



The objective of management within the "Important but Not Urgent" category is to manage our lives effectively, from a center of sound principles, knowledge of our personal mission, and a balance between our production and increasing our production capacity. Mr. Covey details six criteria for this category's time management skills. He calls for coherence to create harmony between your personal mission statement and both your long and short term activities. Balance is necessary to identify your various roles and keep them focused so important areas are not ignored. He explains a focus on this category is important to deal with prevention and anticipation rather than crisis control; instead of prioritizing your schedule, you should schedule time to achieve your priorities. A people minded dimension is included, detailing that your planning needs to reflect thinking in terms of dealing effectively with other people, as they can influence your time schedule. Flexibility is the key to these criteria because time management needs to be tailored to the exact way you need it to be in order to work for your life. Lastly, Portability

is similarly important here because time management needs to be on the go and with you at all times, not only in your office.

Finally, Mr. Covey explains that there are four key activities you must begin with to tackle time management. First, you must identify the key roles of your life. Second, you must select goals that you want to achieve in each of your roles. Next, you should schedule those goals within your plans. Lastly, you must adapt on a daily basis. This may mean you will

have to respond to unexpected events in meaningful ways. Mr. Covey explains that long term organizing means the mission statement leads to the roles leading to goals and then to plans.

The notion "Put First Things First" addresses the necessary ability to organize our hectic, demanding schedules in order to thrive in our personal and professional lives. I believe that if we approach our activities and demands in the way Mr. Covey has suggested, we can achieve balance in our lives and continue to find success in the areas for which we strive. 😊

The 7 Essential Traits You Need for Marketing Success



Marketing is necessary for success at every law firm and it is becoming more necessary every day.

Unfortunately, many attorneys feel that they don't have the traits, expertise or experience in marketing to be successful. You may have felt overwhelmed by marketing in the past or even now. Or maybe you think that you need some sort of extraordinary people skills, imagination and outstanding copywriting skills to be great at marketing for your firm.

Well, the good news is that you are wrong. Our web and marketing guru, Henry Harlow, has developed a list of traits that will help even a novice at marketing feel more confident.

There are essentially six traits that you must have to be a good at marketing, and I think they will surprise you.

The fact is that most marketing takes place with some tried and true methods over a period of time, rather than in stunning bursts of specialized skills all at once. Marketing is not an exact science, but it does require some initial ingredients to work well. So if you have the following

traits or believe you can cultivate them, you are well on your way to becoming great at marketing your law firm.

- **BE A PEOPLE PERSON.** Have *at least* a low average interest in people rather than things. If you are a lawyer, you probably have at least a cursory interest in people. People "buy" people first then products and services. Prospects convert to clients due to positive relationships they cultivate with your firm. Referral sources refer potential clients to you based on their relationship with you first and all other reasons second.
- **PATIENCE.** Remember that most events in marketing happen over an extended period of time. Tested methods of marketing usually require consistent, persistent and well-targeted action over time to get the desired results. You may think that you will launch a new campaign and get people beating down your door right away. And while this may happen occasionally, if you don't have the patience to wait for the real long-term results of your marketing efforts, you will become frustrated and quit before you see the benefits of your labor.
- **IMAGINATION.** Now, many people think they are not creative. Or if they

think of themselves as creative, they limit their abilities by placing them in certain categories. You might be a great poet but not a great artist. Or you might be good with words but have no idea how to arrange images in an advertisement. What you may forget is that everyone has some sort of imagination. The point isn't to come up with fantastic marketing ideas that no one else has ever thought of, but instead to put yourself in your client's and referral source's shoes and see what you can do to satisfy their needs. That is the type of imagination you need.

- **CONFIDENCE.** You need to be somewhat strong-willed when other people approach you about your marketing ideas. You will certainly have critics; it happens to even the best marketers. So you need to be able to stand your ground, defend your decisions, and stay the course until the data tells you otherwise.

- **GENEROSITY.** Have a "what goes around comes around" attitude toward marketing. Remember that what you give out in this world will often come back to you. When you give something away for free or offer a free add on to a service that the client has already paid for, your clients are more likely to see you as someone on their side and come back

to you in the future. You are more likely to make a profit if you are willing to give something away first.

- **AGGRESSION.** No, I don't mean a good right hook. What I mean by aggression is the quality of a willingness to compete. You can out-market your competition. Notice I did not say out *spend* your competition. If you are not willing to get out there and compete for the clients and referral sources that you want and deserve, you may as well not market yourself at all.

- **A WILLINGNESS TO LEARN.** Henry recommends that you start with Bob Burg's classic book, "*Endless Referrals*" (the third edition). Learn more about Bob at www.burg.com. You can also check out, "*Get Clients Now!*" (2013 edition) By C. J. Hayden. You can pick this up at www.getclientsnow.com.

With these six qualities and good implementation, marketing becomes a breeze and will help bring good clients in on a consistent basis. If you are missing one or two traits, don't worry, all is not lost. Simply design a marketing plan that will work for you and over time work on developing these missing traits. Success is in reach for everyone! 😊

SELF-ORGANIZATION: A TIME MANAGER'S TOOL CHEST - FROM PAGE 2

On days where you really must meet a deadline and cannot afford to fall behind, do not be afraid to shut your door, tell the receptionist you're not available, and send an office-wide email explaining your needs.

Problem: Inefficient Meetings

Solution: Stick to the Agenda and Demand Preparedness of All Attendees.

Everyone has been in meetings that get out of hand and run over the budgeted time. Meetings are one of the only times in the workday we have everyone in the same room and away from their work stations. Unsurprisingly, this is a fertile environment for distractions and getting off task. I accept, even welcome, a little bit of that as it builds comradery and positive office culture. However, allowing too much can hijack, or even undermine

your meetings' effectiveness and can fatigue everyone by sitting around much longer than necessary. To prevent this from happening, I allow a few minutes of socialization before getting down to business. If it's your meeting, it's your job to moderate the meeting and keep it moving forward with the agenda. To do so, appoint a meeting secretary that keeps minutes and distributes an agenda for each meeting. Have a consistent set order of how your meetings run. Make sure all talking points are submitted to the secretary prior to the meeting.

If an agenda point doesn't apply to anyone else or is too complex to handle efficiently in the meeting, address it separately after the meeting. Keep time and let your attendees know where you are within your time constraints. 😊

I always put this phrase in my newsletter, "We want you to think of us as your legal advisor, and if you have any legal problems, even if we don't handle it, we'll get you to somebody who's competent and can handle it." I always tell people that same thing when I meet with them. I tell all my lawyers to tell people, too. This is how to build a preeminent law firm!

Every paralegal, staffer, and even the mailroom clerk in our office has a list of legal services. When somebody calls and they need a lawyer, if we don't do the kind of work they need, we consult the list. In each city, we have two or three lawyers we know who handle certain types of law, and we refer cases to them. We give those callers three names. They might ask, "Who do you like the best?" We'll tell them. We've got them ranked one, two, and three. You have to train your clients. You've also got to live it. You can't just talk it. You've got to actually do it. You've got to look at this as a relationship. This is not a one-night stand. You want to create a permanent relationship. You want to be the go-to legal advisor for these people and their families for the rest of your life. 😊

ABOUT THE AUTHOR

Ken is the founder and president of PILMMA (Personal Injury Lawyers Marketing and Management Association).

PILMMA is the only legal marketing and management association exclusively for injury and disability lawyers. For more information, visit www.PILMMA.org. Ken is also the author of "*How to Effectively Market Your Personal Injury Law Practice in the 21st Century*" and numerous articles on marketing and managing injury and disability practices. He is a frequent lecturer to other lawyers on marketing and managing contingency based law firms.



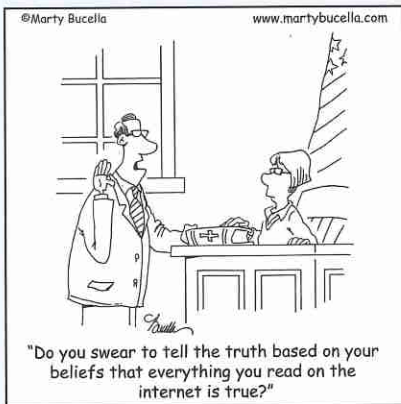
Lawyers Need a Laugh:

Actual Stupid Questions Asked in Court

These excerpts appeared in the **SALT LAKE TRIBUNE**. They were taken from real court records.

Now doctor, isn't it true that when a person dies in his sleep, in most cases he just passes quietly away and doesn't know anything about it until the next morning?

Q: What happened then?
A: He told me, he says, "I have to kill you because you can identify me."
Q: Did he kill you?



Was it you or your brother that was killed in the war?

The youngest son, the 20-year-old, how old is he?

Q: She had three children, right?
A: Yes.
Q: How many were boys?
A: None.
Q: Were there any girls?

Q: I show you Exhibit 3 and ask you if you recognize that picture?

A: That's me.
Q: Were you present when that picture was taken?

Were you alone or by yourself?

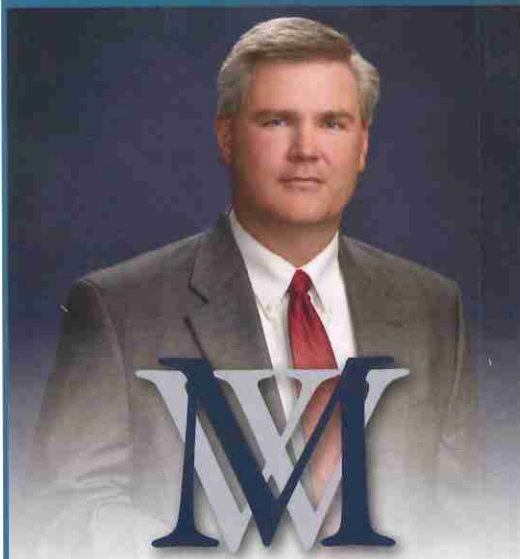
Q: You say that the stairs went down to the basement?
A: Yes.
Q: And these stairs, did they go up also?
Q: Now then, Mrs. Johnson, how was your first marriage terminated?
A: By death.
Q: And by whose death was it terminated?

Q: Do you know how far pregnant you are now?
A: I'll be three months on March 12th.
Q: Apparently then, the date of conception was around January 12th?
A: Yes.
Q: What were you doing at that time?
 Do you have any children or anything of that kind?
 Was that the same nose you broke as a child?
Q: Mrs. Jones, do you believe you are emotionally stable?
A: I used to be.
Q: How many times have you committed suicide?
Q: Have you lived in this town all your life?
A: Not yet.

A Texas attorney, realizing he was on the verge of unleashing a stupid question, interrupted himself and said, "Your Honor, I'd like to strike the next question."

Q: Do you recall approximately the time that you examined that body of Mr. Huntington at St. Mary's Hospital?
A: It was in the evening. The autopsy started about 5:30 P.M.
Q: And Mr. Huntington was dead at the time, is that correct?
A: No, you idiot, he was sitting on the table wondering why I was performing an autopsy on him! 😊

DISABILITY & INSURANCE DENIALS



MARC WHITEHEAD & ASSOCIATES
 ATTORNEYS AT LAW, LLP
 A NATIONAL DISABILITY CLAIMS LAW FIRM

5300 Memorial, Suite 725
 Houston, Texas 77007
 800-562-9830 • 713-228-8888

marc@marcwhitehead.com

We represent sick or injured workers and Veterans who have been improperly denied their Social Security Disability/SSI, Long Term Disability or Veterans Disability benefits. We specialize in the following:

Long Term Disability Insurance Denials

Administrative Appeal • Federal ERISA Claims
 Bad Faith Insurance Denials

Social Security Disability Claims

ALJ Hearings • Federal Appeals

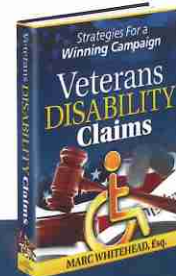
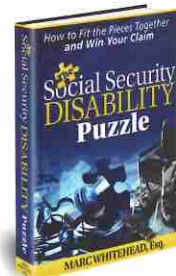
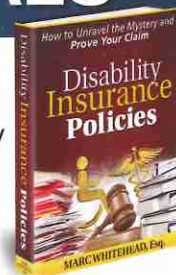
Veterans Disability Claims

Regional Office Hearings • Board of Veterans' Appeals Hearings • U.S. Court of Appeals for Veterans Claims Appeals

Visit our web site and download these FREE e-books!

Marc Whitehead

Board Certified-Social Security Disability Law, National Board of Social Security Disability Advocacy
 Board Certified-Personal Injury Trial Law, Texas Board of Legal Specialization
 AV Preeminent Rated by Martindale-Hubbell



www.DisabilityDenials.com

PAGE 8 OF 8