

Nov/Dec 2020

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

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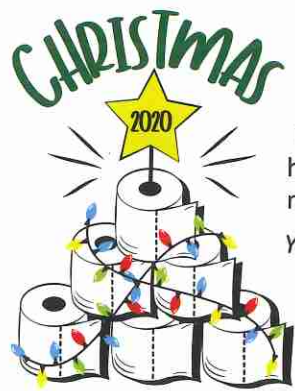
THE NEWSLETTER
YOU'VE BEEN WAITING FOR...

\$uccessful Barrister



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

It's the holidays!... so we've decided to keep the same price! 📄 **Price: \$199.99**



CHRISTMAS It's herrreeee!

2020 has finally come to its long and painful conclusion. Hopefully this issue of *The \$uccessful Barrister* will bring some holiday cheer and good business insights to help you run a better, more profitable firm.

You know what else would bring you holiday cheer? Receiving a referral check from me in the mail. Make sure to send me your long-term disability cases which will likely result in a 25% referral fee in appropriate cases.

Merry Christmas, Happy New Year, and be on the lookout for big changes at Marc Whitehead *and* Associates in 2021. 😊

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Giving the Gift of Lifelong Learning



MARC WHITEHEAD
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My Five Top Books to Give Yourself This Season!

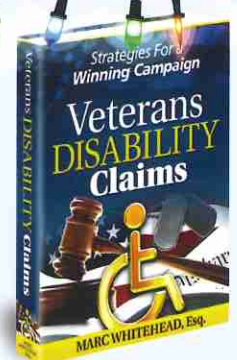
So my assignment is to write about my top five recommendations of business books to give yourself (*and read you slacker!*) this holiday season to help you grow your law practice. Right off the bat, I am going to cheat and expand that list a bit as you will read later.

But first, your mission, if you chose to accept, is to make yourself into a lifelong learner. Accept as truth that you don't know what you don't know.

But don't you want to know? Of course, you do! I read new books constantly. Half I never finish. So I am going to save you the trouble and give you the best of the best.

CONTINUES ON PAGE 2

FEATURE BOOK



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

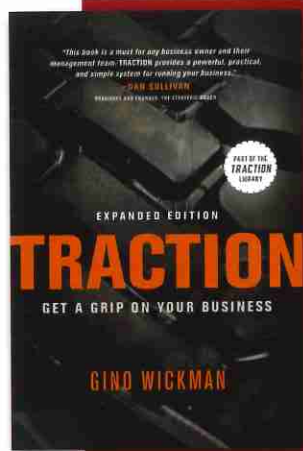
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#1 Traction: Get a Grip on Your Business by Gino Wickman

This book outlines a practical method for achieving the business success you have always envisioned, a method the author has trademarked as the Entrepreneurial Operating System.

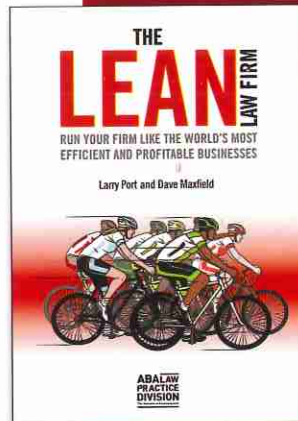
The system strengthens six key components of your business and should give you and your attorneys more focus, growth and enjoyment.



#2 The Lean Law Firm by Larry Port & Dave Maxfield

Lean is a concept that I have discussed extensively in past issues of The Successful Barrister, but this takes the concept and applies it specifically to law firms.

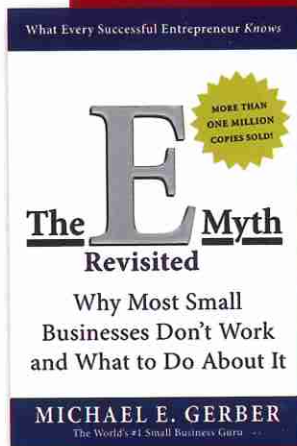
I always talk about how law school teaches you the law, it doesn't teach you how to run a business. This book enables any solo practitioner to hit the ground running to run a profitable, efficient firm.



#3 EMyth Revisited (and its sequel EMyth Mastery)

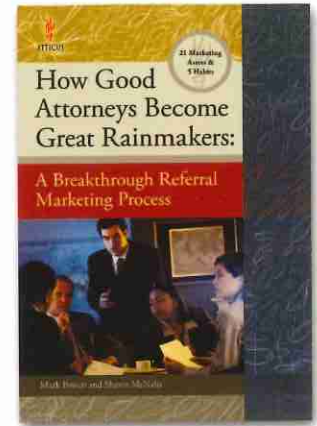
Just because you've started your own firm doesn't make you an entrepreneur. This book dispels the myths about small business owners and entrepreneurs. You might think you all the technical aspects about the business of running your law firm, or probably even feel like you have to do it all yourself. The advice in this book teaches you how

to make your firm work for you, not the other way around.



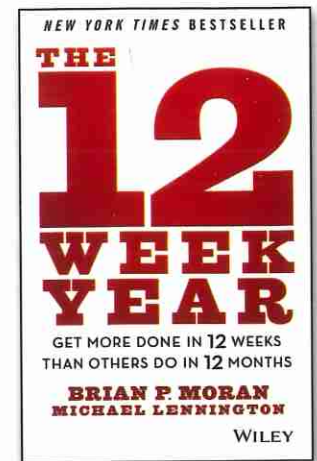
#4 How Good Attorneys Become Great Rainmakers by Shawn McNailus and Mark Powers

An Atticus product that has been referenced time and time again in previous issues of The Successful Barrister, this book presents the 'nuts and bolts' of easily mastered marketing assets and habits that every lawyer should possess.



#5 The 12 Week Year by Brian P. Moran and Michael Lennington

The managers in our firm live by the principles presented in this book. Rather than setting annual goals (which inherently set you up for failure), view your "year" in 12 week increments. This creates focus, clarity and doesn't allow for complacency in achieving your goals.



"You know you're getting old when Santa starts looking younger"

- Robert Paul

HONORABLE MENTION

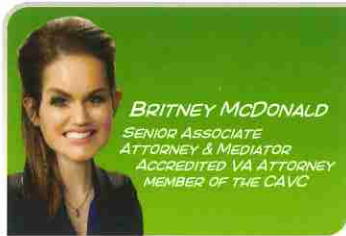
Classics such as Think and Grow Rich by Napoleon Hill, The Seven Habits of Highly Effective People and Never Eat Alone.

If you are in an especially giving spirit, you should give the gift of The Successful Barrister! Email me at marc@marcwhitehead.com with the name of an attorney you would like to add to the list and I will mail you any of the books above as a thank you.

Merry Christmas, Happy Hannukah, Happy Boxing Day and Happy Kwanzaa. See you in 2021! 😊



GRINCH 2020



'Tis the season counselors!

The holidays are upon us and are begging us to turn attention from the

arduous and at times intolerable election to the dawn of a new year as we gather with our loved ones.

While **The Grinch Stole Christmas** may not be my favorite Christmas flick, admittedly, I have especially enjoyed Jim Carrey's Biden on SNL, so it seems all too appropriate this year to nod to similarities between this monstrous green comedy and the Christmas season 2020. Dare I say "2020" is the grinch who stole this ordinarily joyful season from us? While it is a bit cliché, it's true. Whether it's the insane election or the pandemic, or a host of other problems that have arisen throughout the course of 2020, families this season are preoccupied from their usual joyful demeanor amid job losses, disease, uncertainty, and a seemingly never ending cycle of horrors.

This year was supposed to have it all, more job security, the promise of a winnable election, and holidays that all fell on Fridays (*and Cinco de Mayo on Taco Tuesday, geez*). We weren't thinking about a pandemic, devastating wildfires, or murder hornets. We were anticipating a smooth glide into the new decade-but looming at the end of 2019 was a faceless villain that has invaded our country's sense of security right to its core. 2020 was supposed to be our year but has instead stolen our ability to trust what we know, be who we are, and do what we need

to. Yet, the country has

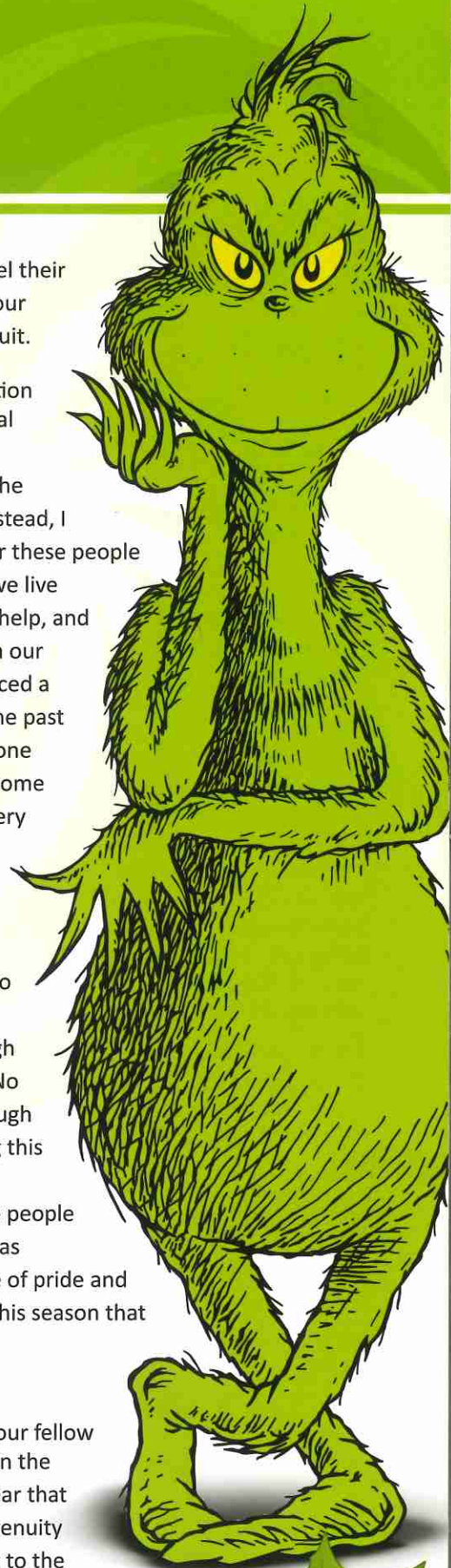
persevered—like the Whos did as the Grinch waltzed into their Christmas-laden homes bagging all their "snoof, their fuzzles, their tringlers, and trappings."

The Grinch didn't level their spirits, and it seems our country is following suit.

Truly, this observation comes with no real advice or meaningful solution concerning the problems we face. Instead, I simply am grateful for these people in our nation, those we live amongst, work with, help, and rely on. The people in our good country have faced a number of crises in the past 11-12 months and if one important thing has come out of it, it is at the very least compassion. Brothers and sisters from all walks of life have stretched themselves, striving to help one another make it to and through the end of this year. No doubt, It has been tough to endure but gaining this new perspective and appreciation over the people in our communities has instilled a great sense of pride and thankfulness during this season that we otherwise could be lacking.

May ourselves and our fellow Americans revel in the hardships this past year that we overcame, the ingenuity that we each brought to the table, and the kindness we give to each other.

Here's to you all! 😊



ANTHONY'S 2020 ELECTION HOLIDAY OP-ED



ANTHONY VESSEL
SENIOR ASSOCIATE
ATTORNEY & MEDIATOR

As our nation anxiously recoils from the election results, I invite and remind everyone to be good winners and good losers. Be kind to one another. This isn't the last election, and things can always change in the blink of an eye.

The political machine and media on both sides have done their best to drum up fear, anxiety, resentment, tribalism, and divisiveness. They make big money pitting friends, families, neighbors against each other. Not just the "lame stream media," not just "Faux" news, they all make their living driving Americans against Americans. Remember that. And remember that just a few decades ago we used to all see the same evening news for a single hour, once or twice a day, then went on about our lives. We used to have hundreds-thousands of independent local media outlets throughout the country, not the few major conglomerates of today. We used to have protections, like the fairness doctrine, policing the misinformation and bias with which we are now constantly inundated within our respective echo chambers. Add social media to the mix and that really cranks the volume up to 11. Now this toxic stream of fear laden sewage is there 24/7 on your tv, radio, phone, and computers. Now the guy that barely passed high school has a doctorate of poly sci from Facebook University.

We too soon forget that throughout much of our history there were more than two major parties. Most 1st world countries have more than 2 major parties. Every

election cycle our two play Tom and Jerry with us. *(at surface level they fight tooth and nail, but Tom needs Jerry so he keeps his home/job, and Jerry needs Tom so another cat doesn't come to kill him.)*

I have loved ones on both sides of the aisle and in the past weeks, months, and years I've allowed my own political beliefs and self-righteousness come between some of the relationships in my life. I truly regret that. The actual people in our lives are so much more valuable to us than

the next old codger that the parties prop up to "run" the country. *(It's really the billionaires on both sides who pull the strings anyway.)*

With that in mind, I've got to say that I'm disappointed with the state of the American political system, particularly the two-party system. I place our national divisiveness and tribal mentality complex squarely at the feet of the two major parties.

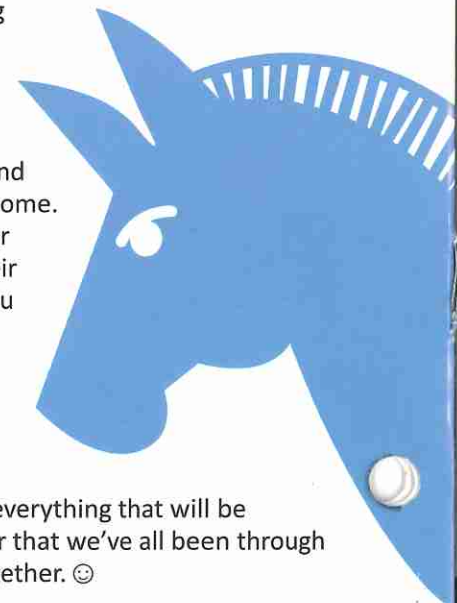
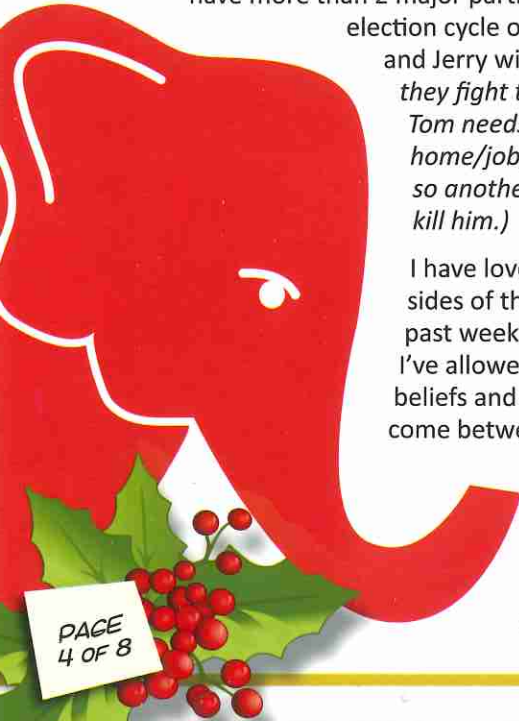
Part of the problem is that neither of the two parties fully or adequately represent the issues most important to me. I often find myself having to choose who I think may be the "less terrible" one. I'm highly disappointed, and have been, that both parties produced such poor candidates this term. I wouldn't hire a 70+ year old to do basic filing at our law firm, much less run my country. These two AARP card holder Luby Luann platters are the BEST we can find in all of America? I can't accept that. We must demand better of our parties, our politicians, and of ourselves.

Lastly, don't presume to know why someone voted the way they did. Our two-party system is very limiting with our choices and how to vote for our most important interests. Be kind, and even if someone voted differently from you, that doesn't make them a racist, it doesn't make them a rioter, it makes them a fellow American celebrating their right to vote in the electoral process. As we enter the holiday seasons, I remind everyone to show love to your friends, family, and neighbors no matter the outcome. Try to empathize and consider how it would feel to be in their shoes and treat them how you would want to be treated. Understand and remember when your side has suffered a heavy loss.

Remember the pressure, expectations, and blame for everything that will be put on the victors. Remember that we've all been through a hell of a year, apart, but together. ☺

"It's easier to feel a little more spiritual with a couple of bucks in your pocket"

— Craig Ferguson



Don't be a Sandy Claws

Maintaining Authenticity in Everything You Do



So it's not *technically* a Christmas movie, but I love *The Nightmare Before Christmas*. For those of you who weren't 90's kids and don't currently have small children, in a nutshell the movie is about Jack Skellington, the Pumpkin King, who becomes disenchanted with his Halloween world. He hijacks Santa Claus from Christmastown and attempts to **be** Santa Claus (or *Sandy Claws*) and it just doesn't turn out well for anyone involved.

That was the most awful movie synopsis. Continuing on...



In essence, Jack Skellington tried to be someone he's not. Here are a few trends I see in legal marketing where maintaining brand authenticity is the key to success.

1. Virtual Offices.

If you're not familiar with the concept, it's where the attorney will pay a nominal fee to use the address of an office (*often sharing the same address AND suite*) with multiple other business. No one actually sits in this office, but the physical address is leveraged to improve search ranking in the immediate geographic region.

I personally hate this tactic because it is poor user experience. Clients and potential clients will want to visit the firm at their other office location and we have to redirect them to only visit the "main" office.

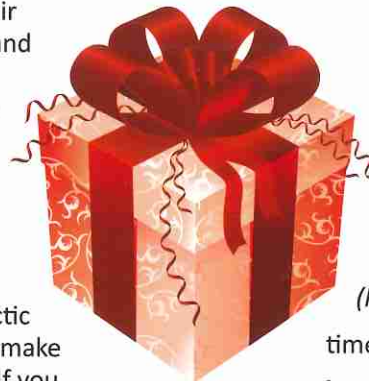
However, the SEO benefits are certainly plentiful so a little extra effort to bring authenticity to the tactic is all that's needed to make it a runaway success. If you want to pursue the virtual office route, you should strive to lease an actual office, with dedicated suite address, signage on the door, and a person physically sitting there to attend to any drop-in client.

2. Employee Demeanor.

You could spend endless amounts of money, time and effort on advertising, building a killer website and networking. But you can't outspend a bad reputation.

Any person in your firm who communicates with your clients could crash your reputation at any moment. This also includes outsourced support, such as a call center that answers your phones after hours.

All your staff is going to be on their best behavior in front of you



(*hopefully...*). I would spend time periodically auditing

your firm communication. Listen to recorded calls, look at emails sent to clients, call your own call center at night, hire a Secret Shopper of sorts to call the firm.

You could be the smartest, most experienced, brilliant attorney. No one else is going to believe it if your support staff doesn't have the same compassionate communication needed for client trust.

Cheers, Merry Christmas, Happy New Year, and I will see all of you next year! ☺



HITTING End of YEAR GOALS



As the year comes to a close most people's focus has shifted towards spending time with family and stressing about buying the perfect Christmas gifts for their bereaved Trump-supporting uncle. Us

attorneys, however, are focused on settling cases, clearing dockets, and hitting our end of year quotas, and hopefully doing so soon enough to squeeze in a little holiday fun. With so much B.S. going on pulling our attention in different directions, here are a few tips to help you hit your goals.

1 Clearly identify your goals. Make them specific and measurable. Example: "I want to settle 4 more cases." "I want to bring in another \$100,000 in attorney's fees." "I need to bill another 200 hours before year end."

2 Break these goals down into bite-sized pieces. If you want to settle 4 more cases before year's end, break that down into one every two weeks; or x number of hours each week. If you don't hit these goals each week, sit down and adjust your strategy. For example, if you needed 45 hours last week but something came up and you only hit 38, work those 7 hours you missed into the coming weeks or plan on working a Saturday to make them up. I sit down every Monday morning and update my goal plans to adjust for the previous week's successes or shortcomings, making sure I'm always on track.

Follow these steps, crush your goals, then go crush some eggnog. This year has been absolutely batshit so we could all use a win, but don't forget to take a break from the madness and spend some time with your fam. *Cheers, Nerds.* ☺

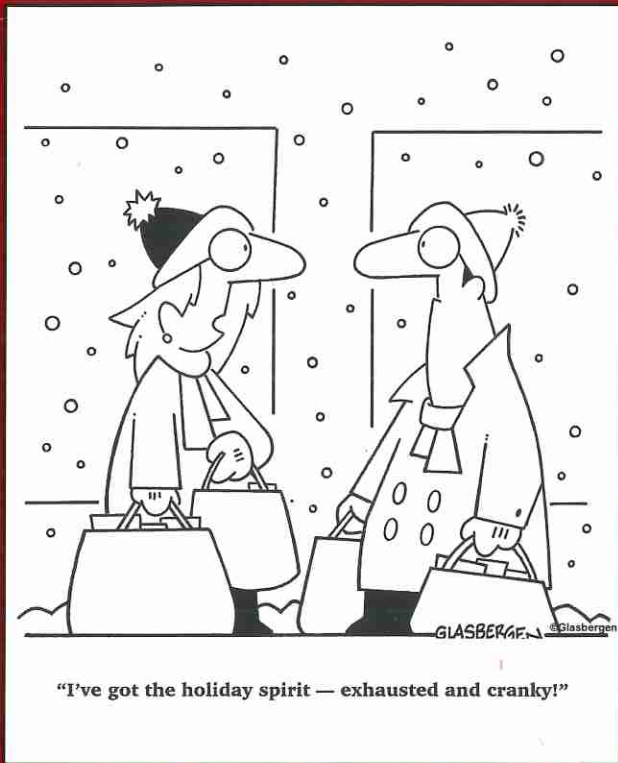
stay
POSITIVE
WORK HARD. MAKE IT
happen

3 Audit your caseload and identify which cases are best situated to help you reach your goals. If your goal is to settle cases, you probably don't want to focus your efforts on the cases that are not poised to settle; you'd want to start with the cases that are closest to settling or have a client highly motivated to settle. If you are wanting to reach a certain amount in settlement, you might want to focus efforts on the higher value cases. I am obviously not suggesting to neglect the little cases, we're plaintiff's attorneys after all, we ARE the voice of the little guy.

However, you can be strategic with your efforts and keep your goals in mind.

4 Finally, always keep in mind these are GOALS. Hitting your goals is a wonderful feeling, but it's not life or death. If you're like me and competitive to a fault, falling short of your goals can feel like failure BUT IT'S NOT. If you don't quite reach your numbers don't let it keep you down. Look at all the wonderful work you still accomplished and how many clients you helped. Also, it could always be worse, you could be in oil and gas.





"I've got the holiday spirit — exhausted and cranky!"

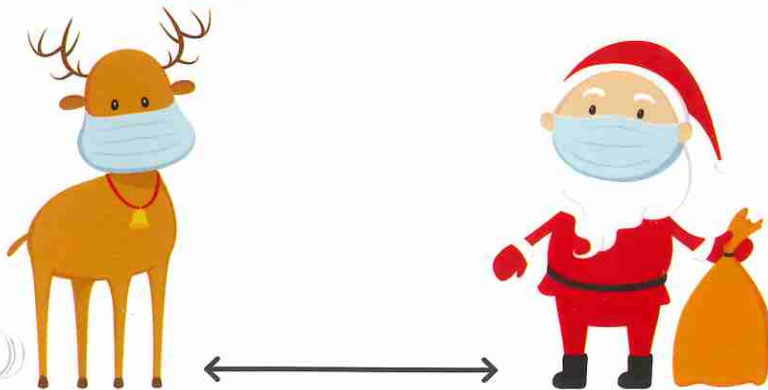
*"I hope Santa leaves me
a skinny body
and a fat wallet, not the
other way around like it
was last year"*

- Anonymous



"We'll all be staying home Christmas Eve. This year everyone is getting music, movies, and games they can download from my website!"

*Merry Christmas &
Happy New Year!*



HAPPY
Hanukkah



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Lawyers Need a Laugh

WHERE'S THE Successful Barrister?



The Successful Barrister is hiding somewhere in this newsletter again... and it's up to you to find him.

The first 5 people to find my **Santa caricature** and email a photo to Marc@marcwhitehead.com wins a prize!!

DISABILITY & INSURANCE DENIALS



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