

Mar/Apr 2021

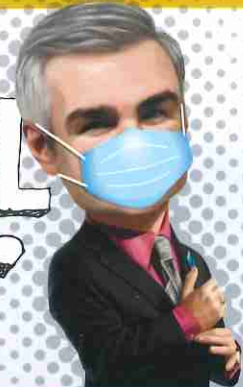
MARC WHITEHEAD & ASSOCIATES
ATTORNEYS AT LAW, LLP
A NATIONAL DISABILITY CLAIMS LAW FIRM

Vol. 7

Issue: 02

THE NEWSLETTER
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*If the pandemic has showed us anything, it's that **reinvention is the key to survival in this world.***

With hopefully this madness coming to a close this year, now's a good time to take a step back and decide in what other areas of your life and practice you can reinvent yourself.

All the things done last year and early this year were done out of sheer necessity. Now's a good time to dig deep and come up with the life changing goals and projects you have in mind for your firm. Hopefully this issue gets the creative juices flowing and points you in a good direction to better yourself.

While you're bettering your practice, you can always better mine by sending me long-term disability referrals. A referral fee is paid in appropriate cases, and ask me about our VIP lane system to ensure your referrals are treated with the utmost care by me and my talented staff. ©

READY TO REINVENT YOUR PRACTICE? Find Who Can Take You There (Hint... It's Not You).



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Entrepreneurial lawyers ask the wrong question all the time. In thinking about a new project to reinvent their practice and move their firm forward, they will ask: "How do we do this?" Instead, law firm owners should be asking, "Who can we get to do this for us?"

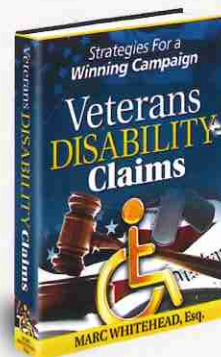
If you think that way, all kinds of interesting ideas and collaborations become feasible. This is the principle idea of **Who Not How-The Formula to Achieve Bigger Goals Through Accelerating Teamwork** - By Dan Sullivan and Benjamin Hardy. This concept is demonstrated perfectly in the fact that Dan Sullivan got Benjamin Hardy to write the book for him and still got his name listed as the author. **Brilliant!**

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FEATURE BOOK



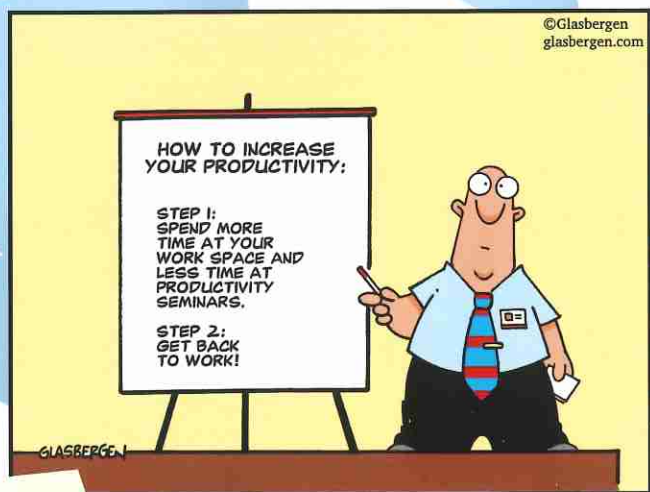
Call Us For a Free Copy of Marc's Latest Book!

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Hardy argues that to really succeed and reach a higher level of performance, which he refers to as creating 10X results, you must shift from a "How" mentality to a "Who" mentality. By focusing on who you work with rather than trying to do everything yourself, you'll find your levels of achievement will rise at the same time as you get dramatically more freedom. It's a win-win situation.

I liken this to what I call my finger pointing strategy. I hold a meeting with all my key people and start pointing my finger at who needs to take on whatever project is on my mind. I would caution that sometimes that finger should point at a good vendor instead of your poor overworked staff. Just this simple change of mindset can, and will be, a game changer.

The book goes on to make the point that creating 10X or 100X results in your life and business may initially sound ridiculous, but it is fundamental to applying **Who Not How**. You need bigger goals. You need a bigger vision. As Dan Sullivan says, "The only way to make your present better is by making your future bigger." Going 10X bigger in your vision, whether that be income or revenue or some other metric, forces you to get "Whos" involved, because the task at hand literally becomes impossible to do on your own. Those are the types of goals I encourage you to start envisioning. Every time you apply **Who Not How** by imagining a new goal and getting "Whos" to work toward it, you will improve your time, increase your income,



expand your relationships and deepen your purpose. **Who Not How** is the answer.

Hardy and Sullivan summarize the benefits of "**Who Not How**" in a formula to achieve bigger goals as follows:

BENEFIT #1

— More Time. When you're no longer trying to figure out how to cram more tasks into your day, you'll have more time to spend on what you're good at, and less time to spend on what you're marginal. **Who Not How** can give you more time.

BENEFIT #2

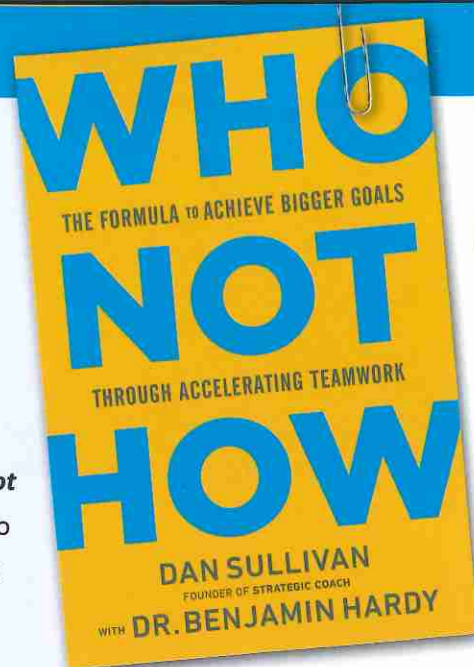
— More Money. When you start enlisting other "**Whos**" to work towards your goals, you'll be less distracted, and spend less time on nonproductive activities. The result is you'll have more to apply to what you're good at, which makes you money.

BENEFIT #3

— Better Relationships. Once you start delegating, collaborating, and using more strategic partners, you'll often find mentors to work with who will help you get to the next level. You'll feel more confident because you'll know that you're working with more capable people. World-class collaborators can take you, your products, and your services to places you could never previously imagine.

BENEFIT #4

— Greater Sense of Purpose. When you're no longer bogged down doing stuff you're not that good at, you can apply more time, energy, and resources to making an impact as you see fit. You can imagine new goals and make them happen, because you'll have more confidence and bigger vision. You can pursue your dreams, not spin your wheels.



REINVENTION



It is hard to believe it has been a year since we started this chaos. I still

remember being told we

were going to “work from home” for a little while.

Obviously, we underestimated that one. Lately life has felt like I’m carrying around some extra weight. Maybe it is the few quarantine pounds I haven’t lost yet or maybe it is the exponential increase in the use of technology that is silently killing my soul. Regardless of the reason, I know it is time to do something about it.

I have started making small changes in my world and I have to confess... it appears to be making a difference.

“Do not let what you cannot do interfere with what you can do.” – John Wooden

The changes started with resorting back to my old childhood chore of making my bed as soon as I wake up. While it won’t pass military inspection, it is oddly refreshing to come home to a made bed. I also started drinking a large glass of water first thing in the morning, before I eat or drink anything else. This habit has been life changing. I could write an entire article on my experience surrounding it, but Marc might get mad at me for taking up too much space so I’ll leave you with this: try it, you won’t regret it.



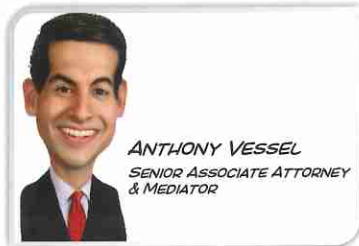
This is a time where our self-awareness is crucial. Our health, our mind, and our life must come back to an equilibrium – but how do we get it there? Maybe it is my type A personality who wants to flip a switch and make it all go back to the way it was, but I know no such switch exists. I can hear my mother’s words in my head telling me that consistency is key, perhaps this is why I’ve chosen to start with small daily habits that can help me reach achievable goals. Unmade bed? Solved. Dehydration? Solved. With those two improvements, the thirst for additional reinvention must be quenched.

What will come next? Will it be trying that restaurant I always drive by and have never stopped at? Will it be calling home more often? Will it be not waiting until the last moment to turn in my Barrister article? I’m not sure, but I do know the desire to shake off this load that has been weighing me down is prominent and the only promising solution appears to be reinvention. ☺

“I am still making order out of chaos by reinvention.”

– John le Carre

Reinventing Your Online Presence: How to Boost Your Avvo Score



Now more than ever, your online presence is key to a successful law practice. Even when a referral is from a friend, family member, or just word of mouth

acquaintance, the first thing a potential client does is look up their prospective attorney online. As you well know, Avvo is one of the top attorney rating websites. I recently went through an Avvo makeover after some not so gentle prodding from the boss man (think fire stoker.) Well, suffice it to say, if I can do it so can you!



HERE'S HOW:

1. Ask Clients to Leave Reviews

After you brilliantly win your client's case or after you send them the money you won for them, mention your Avvo profile and let them know how much a review could help you out. I've had a number of clients say after finalizing their case, *"Thank you Mr. Vessel, you're a brilliant, handsome, and humble attorney, I wish there was some way I could do something for you!"* My response: *"Thank you for your kind yet clearly true words, and actually... it would help me a great deal if you could leave me an Avvo review."*

Have a link or stock email saved you can send immediately after your conversation.

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2. Get Endorsements from Colleagues

Endorsements from other attorneys not only make you appear professional and well-connected, I find it fun and endearing. I've actually written endorsements for friends I knew to be exceptional lawyers and asked if they would write one for me if they felt the same. Having great things written about you publicly by some of the most persuasive people you know will always make you look good and add points to your Avvo score.

3. Post your Awards

Go down your resume and review your accomplishments. Add the relevant ones to your Avvo account and watch your score soar. As Type A competitive super lawyers, we all have shelves of awards and accolades we can list to add points.

4. Add your Speaking Engagements and Publications

Are you experienced and knowledgeable in your area of practice? Prove it. Avvo wants you to prove it and rewards you for what you've contributed. One publication is nearly half a point to your Avvo score, so get writing!

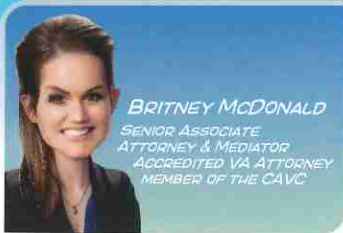
5. Answer Questions and Reply to Posts on Avvo

Within your practice area, Avvo posts questions for experienced attorneys to weigh in. Spend some time taking on these questions and you can boost your Avvo score. Boost your Avvo score and you can add to your client total and cases on your docket. Get it?

Alright, well that's what I've learned about building up my Avvo score. ***I got mine over 9.0 fairly easily, so I hope you take these tips and get your score just below mine.*** ☺

Pipes Burst? Hurricane Flooded Your Downstairs?

TIPS FOR THE SAVVY INSURED



What a trip 2021 has already been, right?

Short of dealing with this ongoing pandemic post-Valentine's Day, we've been recovering from a frigid winter storm affecting most of the country and devastating most of Texas. If you considered yourself lucky throughout this icy blizzard, you likely lost only power or water for a short period. If you were like many people across the state, you lost both for several days causing destruction on your home and property.

My husband and I, along with a 1- and 3-year-old, 2 dogs, and a collective bad mood spent almost 2 full days without power before rolling blackouts arrived and were deemed a blessing. We considered ourselves lucky. Our neighbors across the street, not so much. With 22 burst pipes, significant damage to their home and property, we hosted them for 3 weeks while their insurance carrier "searched" for temporary housing and their own home got far more than just a facelift. We had a total of 4 dogs, 4 adults, and 4 temperamental kids, under our roof. I was able to witness and offer help in navigating their claim, so I am here to offer some tips to those who may go through this next hurricane season or after the next winter storm that heads down to Houston.

The **FIRST** thing you need to do is **DOCUMENT EVERYTHING** that you will include in your claim. Walk around your home and take pictures & videos of the areas you think may have been affected or damaged. Look for bubbling or bowing sheetrock and water on the floors (*especially wood/laminate/carpet*). Often, the damage will far exceed what you can merely see. Proof of your damages isn't limited to your physical property; you will also need to document your receipts for items you bought to clean up, store property, move property, food you had to buy when your stored food spoiled, anything and everything that you purchased in line with the claimed damage.

Amid mass destruction like this last storm, insurance carriers may be difficult to get a hold of to start the claims process. Many will tell you to start documenting your claim, hire a mitigation company to stave off further loss to your property, or do the mitigation yourself! In going it alone, you need access to the right tools to tackle this task, including moisture meters and crow bars to rip sections of your walls or floors out.

Take updated pictures at every step and keep them in a file to submit to your local insurance adjuster, who will work with a bigger team to insure your home and property are restored in time. Document all emails, calls, names

of individuals who help you and when. This will help to direct to the current stage of action when you speak with numerous different individuals working on your claim.

CALL OFTEN. Check in with your adjuster and help to keep the claim moving. Provide them with whatever information is requested as soon as you can. These employees are dealing with a number of claims simultaneously and it can be difficult to get them not only on the phone but up to speed with your claim and restoration efforts.

*"If at first you don't
succeed, take the tax loss"*

– Kirk Kirkpatrick

Finally, if you cannot live in your home because after removing the damage, it looks like you're building a new one in its spot, you need to find a place a stay until your carrier can help you find other temporary housing. If you get a hotel, keep the receipts and continually submit them to the carrier. If you happen to be hosting your neighbors like us, you can create a contract and invoice the carrier for housing under the claim. **Submit to recover each and every cent that you are entitled to AND GOOD LUCK!** ☺

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Two Roads Diverged in a Wood



DIANA SINGSON
CHIEF OPERATING OFFICER

"I just don't understand why anyone would go to law school and not be a lawyer."

This was one of Marc's first few questions to me. In a two-hour interview. With 5 people. But this article is not about how tough Marc's interview process is, terrifying though it is.

On its face, my resume is disjointed, and I have had more than one hiring professional tell me, "It lacks focus." I have experience in three industries, and while I am a licensed lawyer, I also have significant commercial experience.

The real unspoken question people always want to know is: *How do you reinvent yourself when you switch industries or professions?*

"I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it."

– Bill Gates

Find Common Themes

Whether producing 300-person conferences or deploying 200,000-pound equipment to a well site, when faced with new change, I draw on common themes from prior experiences.

For example, I have also always been involved with solving problems. Whether that position called it strategic initiatives or Chief of Staff, I have

integrated CRM software with ERP systems and also built a fully-compliant DOT program.

At the beginning of something new, your brain is hardwired to point out all the unknowns. They are vivid red flashing lights that can undermine your ability to be successful.

In these situations, take a deep breath, push through the noise, and ***center yourself in what you do know, not what you don't.***

Lean on your Strengths

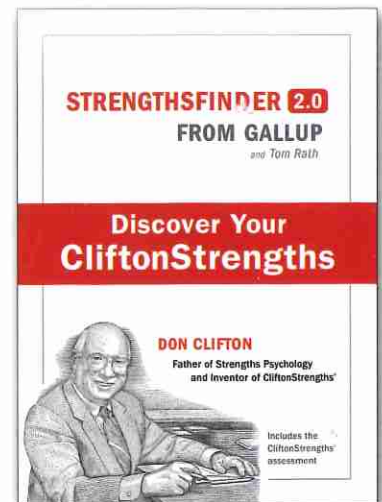
Gallup's *Strengths Finder 2.0* posits that, given the same amount of time, one can achieve more by honing one's strengths, rather than trying to improve one's weaknesses. When faced with change, I follow the same principle.

During that uncertain, incipient period, I fall back on my strengths, on what I know I can do well. ***Focusing on what I don't do well will just paralyze me.***

I always encourage others to take the Strengths Finder test. We can be oblivious to our strengths because they are so inherent to who we are. Taking the test not only opened my eyes to my innate strengths but also made me even more aware of my weaknesses so they were not blind spots.

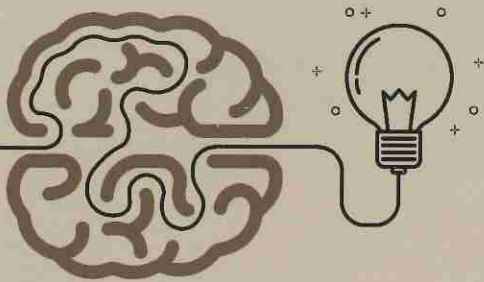
Be Open to Learning New Things

During periods of change, we feel vulnerable, and that vulnerability can lead to a protective mindset. ***Train your brain to be open to new ideas and solutions so that security does not become a limitation.***



An almost simplistic example of this has been my evolution in note-taking. When I first started my professional career, I, like most lawyers, had a trusty yellow legal pad. The legal pad morphed into a notebook, which morphed into the Staples® Arc system.

When I first started at the Firm, I had notes everywhere – electronically, on legal pads, in binders. I discovered Microsoft's OneNote and am in complete and total love. Its structured folder system meshes with my Type A personality. The app allows me to jot something down wherever I am (*no more losing that idea on the back of a receipt!*).



In my past, my notebooks were unique to me. If one was left in a conference room, it would still end up on my desk, even without my name in it. Had I insisted on using that methodology at this job, I wouldn't have sought out a better solution.

Two Roads Diverged in a Wood....

My resume may still not make sense. But I have found a job I love, and I think some of that may only be possible because:

**“Two roads diverged in a wood, and I –
I took the one less traveled by,
And that has made all the difference.”**

- Robert Frost. ☺



READY TO REINVENT YOUR PRACTICE? Find Who Can Take You There (Hint... It's Not You).

Continued from page 2

THE KEY TAKEAWAYS:

- To excel and reach a higher level of performance, replace asking "How can we do this?" with the question "Who can we get to do this for us?"
- Master the process of asking "Who Not How?" and you can 10X or 100X your results. Who Not How is the answer.
- Alone we can do so little, together we can do so much.

To steal a quote, Helen Keller, (no not *that* one, but the one who is a modern-day editor at Summaries.com) said "When you think that way, it's quite liberating. Instead of growing your own To-Do list, you start thinking about partnerships and strategic alliances. You start thinking about all the best ways you can take advantage of the skills and competencies of others to get good things done. You start coming up with a version of your future which is expansive, not time limited." Cheers! ☺



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Lawyers Need a Laugh

WHERE'S THE Successful Barrister



Where's Marc? He got both his vaccines and is off celebrating a return to the world of travel.

Find where he is in this issue of the Barrister and email a photo to Marc@marcwhitehead.com for a fun prize.

DISABILITY & INSURANCE DENIALS



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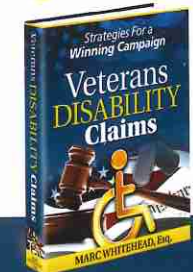
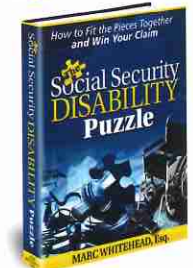
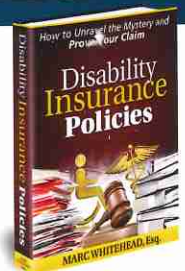
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