

## Referrer Spotlight:

### Brent Matthews

Brent J. Matthews is the founder of Matthews Law Group, a personal injury law firm located in Clearfield, Utah. Brent started his practice in March of 2014 with a focus on insurance claims, motor vehicle collisions, premises liability, dog bites, and traffic court representation.

Academically, Brent earned his Bachelor of Arts Summa Cum Laude in Criminal Justice with a minor in Accounting from Southern Utah University, and later attended Thomas Jefferson School of Law in San Diego, California where he participated on the mock trial team.

Born and raised in Los Angeles, Brent knows all best spots to find great Mexican food and is said to never turn down a competitive game of soccer. When he is not practicing law, you will find Brent spending time with his wife and six children at a soccer field somewhere in Utah training up the next generation of great players.

Brent is fluent in Spanish and is licensed to practice in Colorado and Utah.



# Attorney Advantage

FEB  
2023

HELPING ATTORNEYS BUILD BETTER FIRMS SO THEY LIVE BETTER LIVES

## Rule 3 for Getting Paid 100%: Don't Chase Money!

Last month, we discussed how invoicing regularly is ultra-important when it comes to collecting 100% for the work you bill.

This month, we're going to move from a "do" to a "don't."

Rule #3: Don't chase money!

Look, I get it, I understand why you chase money.

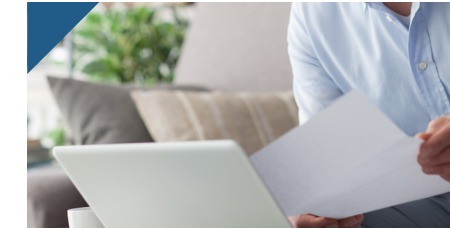
When I started Brown Family Law in 2010 with no clients, no network in Utah, and \$160,000 in law school debt, I took everything that came in the door. Every DUI. Every insurance case. Every real property case.

I was chasing dollar signs, and everything was a dollar sign.

I took so many cases I didn't know anything about that it's a miracle I didn't commit malpractice — because, honestly, I had no idea what I was doing.

And, not only did I take cases I knew nothing about, I took cases for a discount because I felt I "needed" the case. Hint: When you feel you "need" a case, you are about to take a case you should not and one that will come back to haunt you.

Chasing money is a recipe for disaster. You'll end up in cases you have no business being in. You'll be in over your head. You'll hate your cases because you won't be that good at any particular area of the law. You'll resent your clients and you'll try to minimize communication with them, which is never a good idea if you



want to run a successful law firm. You won't ever become expert in anything, which means you'll lack confidence throughout your career. And the parade of horrors marches on ad infinitum.

Here's how you know you're chasing money:

1. You take cases outside your wheelhouse because you "need" money.
2. You discount your hourly rate or your retainer to close a potential client.
3. You take a case you wouldn't normally take because you're doing a friend a "favor."
4. You keep doing work when your client isn't paying you because your client "promised" to pay next week.
5. You take a client even though your gut tells you, "Don't do this."

Also, if you ever find yourself saying something like this when you're deciding whether to take a case, you're chasing money: "This time it will be different."

No, it won't. It's never different. You're lying to yourself because you're chasing a buck. And chasing a buck will always come back to bite you — hard.

Stop chasing money; start making money. More on that next month.



Marco with Sarah Larsen at First Friday Firearms — An Attorney Activity at the Gun Range

# Restaurant Review



## Santo Taco

I am, first and foremost, a burger guy. That said, a good taco with all the fixings is top-notch lunch.

Enter Santo Taco. It's literally 200 feet north of the Matheson Courthouse, on the corner of State Street and 4th South.

I learned about Santo Taco from Sam Morales, an attorney from Mexico City who specializes in immigration. I told him I wanted the best taco in SLC, and that's how we ended up eating birria tacos, fried fish tacos, tacos al pastor, all the tacos.

The birria tacos, which are essentially tacos with beef stew dipped in beef au jus, was warm and melty and savory.

The fish tacos were crunchy and meaty, yet light and fresh, just like you want a good fish taco to be.

The salsa bar is exactly what you want: packed with fresh, tasty tomato and avocado salsas, vinegary onions and jalapeños, cool crema.

Perhaps the best part, though? The homemade corn tortillas that are substantial enough to hold everything together. A thing of beauty.

Santo Taco: 380 S State St, Salt Lake City, UT 84111

## Employee Spotlight: Carren Leavitt

Carren Staci Leavitt was born in Salt Lake City, Utah. At the age of 12, her family relocated to Dayton, Ohio where she attended her elementary and high school years.

After high school, Carren attended Ricks College and received her associates degree. She lived in Idaho from 1995 to 2012. She then relocated back to Dayton, Ohio until 2015 when she moved back to her home here in Utah.

Carren has been a paralegal for the past 25 years working in family law, personal injury, and worker's compensation.

She has always enjoyed family law and the opportunity that it gives her to help others during a difficult time. Outside of work, Carren enjoys lifting weights, playing golf and volleyball, and attending any sporting event or concert. She also loves popcorn and cheat meals.



## Sunday Morning Buttermilk Pancakes

At the Brown House, we don't have many family traditions, but Sunday morning buttermilk pancakes is one tradition we all fully embrace.

### Ingredients

#### Dry

- 240 g (2 cups) flour
- 3 g (½ tsp) baking soda
- 4 g (1 tsp) baking powder
- 7 g (1 tsp) kosher salt
- 16 g (2 tsp heaping) sugar

#### Wet

- 2 eggs separated
- 450 g (2 cups) buttermilk
- 120 g (½ cup) whole milk
- 56 g (4 tbsp) melted butter

### Directions

1. Heat electric griddle or frying pan to 350 F.
2. Place all dry ingredients in large mixing bowl and whisk until incorporated.
3. Whisk together egg whites and buttermilk-milk mixture. In another bowl, whisk together melted butter and egg yolks.
4. Combine buttermilk mixture with egg yolk mixture and whisk together until thoroughly combined.
5. Pour liquid ingredients on top of the dry ingredients. Whisk the batter for 12 seconds, no more. (It's okay that there are lumps. They'll work themselves out during the cooking process.)
6. Lightly butter the griddle, wiping off excess with a paper towel. Ladle batter on to the griddle (about one ladle per pancake) and cook for 2.5 minutes, then flip and cook for another 2.5 minutes.



## 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

## The Book That Changed My Life Forever

### *The Total Money Makeover*

by Dave Ramsey

In 2010, I started Brown Family Law. At the time, Demaree, my wife, and I were \$150,000 in law school loan debt.

In 2015, Demaree (I call her Dem) and I were \$450,000 in debt. In the intervening 5 years, we layered on loans for a doctorate in vocal performance (for Dem, not me) and a home we bought right after the Great Recession ended.

We were headed in the wrong money direction, as you can tell.

Our debt number was so overwhelming that I had no idea how we could pay it off. But, I knew if we didn't, we would never build real wealth, help the people we wanted to help, and live up to our potential.

I also knew the stress of carrying this debt on my shoulders every day — as if I were Sisyphus rolling a boulder up a hill for eternity — would ruin me, and ruin me sooner rather than later.

So, Dem and I made a decision to pay off our debt. All of it.

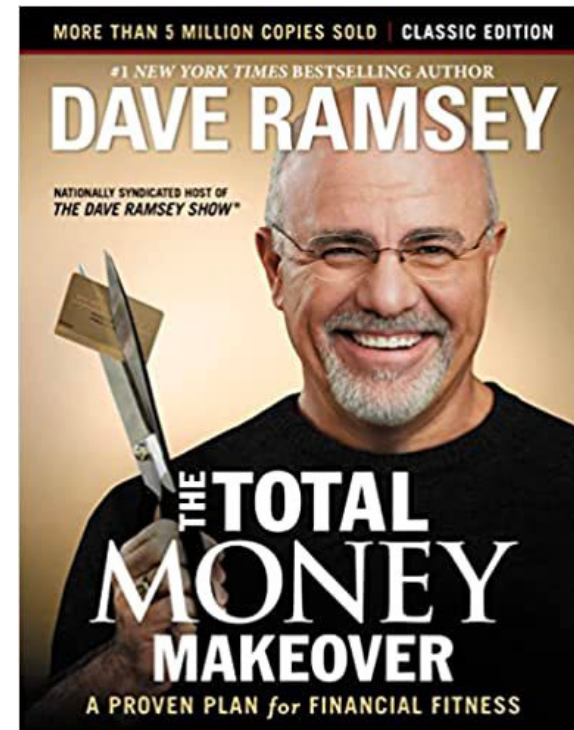
Then, since we had no idea what we were doing, we looked for a system to help guide us.

We settled on Dave Ramsey's Total Money Makeover. Then, we set to work walking through what Dave calls the Baby Steps.

Not going to lie: Paying off debt sucked. It sucked limiting food to \$300 per month. It sucked never attending a football game or volleyball match or going out to the movies. It sucked not going on vacation.

You know what didn't suck, though? Paying off our student loans in a year. All of them. In a year.

Yes, once we made the decision and worked as a team to pay off our debt, it was gone in a year. 7 years of playing games with deferrals and repayment schedules, which helped us pay down about \$0. Then, \$160,000 paid off in one year.



That's the power of making a decision, showing up every day, and following a proven system.

Honestly, we probably never would have paid off our loans without The Total Money Makeover. Dave's system is simple to understand and straightforward. It's not easy by any means, but it's simple and straightforward and entirely doable.

I still remember the day we paid off our last student loan. I was euphoric when I saw the amount due number flash \$0.

In fact, I may or may not have cried a little. Still one of the happiest days of my life.

Now, because I'm a lawyer, a plea. Please, I beg of you, decide to pay off your debt, especially your law school and student loan debt. However you choose to do it, just do it. Get rid of the servitude that is law school debt.

As always, if you would like a copy of The Total Money Makeover, I'm happy to send you a copy. I have given out more copies of this book than any other.

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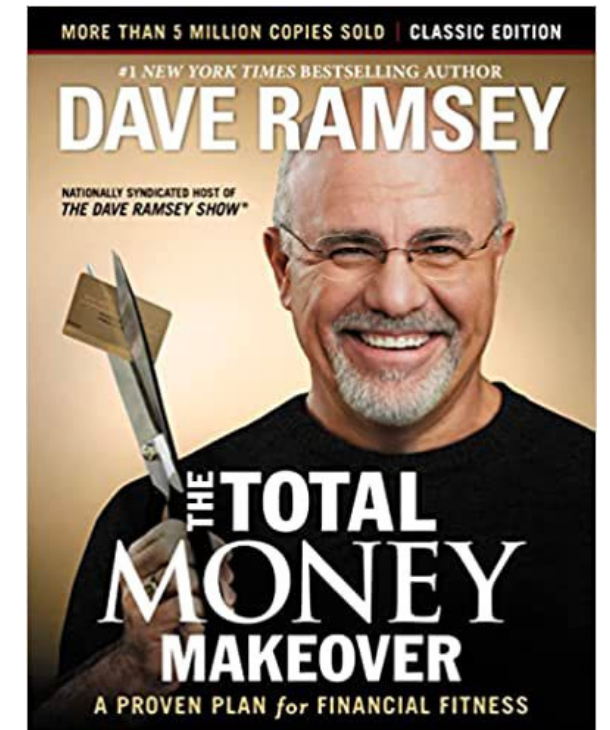
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## Features, Advantages, Benefits : How You Set Your Law Firm Apart from the Competition

For years, I was plagued by an objection that would often crop up at the end of consultations with potential clients: "I don't want to sign up right now; I have an appointment with another attorney tomorrow."

For the life of me, I could not figure out how to overcome this objection. I tried everything, or so I thought. I didn't know what was going on, and I didn't know what to do. Then, I was studying a book about sales when I read about a framework called Features, Advantages, Benefits (FAB). I immediately knew I was on to something.

Here are the basics of the FAB framework.

**Features** refers to any aspect of a product (or service) that enables the product to do what it does. For example, a feature of a car is that it has wheels. Simple.

**Advantages** refers to how the features directly advantage the client. Again, using the car example, wheels allow you to move from A to B very quickly compared to walking or riding a horse.

**Benefits** refers to the overarching, more existential advantage to the person buying a product or service. For example, the benefit of a Rolls Royce is that it clearly communicates your high-status to everyone around you and gives you the confidence to access the upper echelon of society.

With this framework in mind, I developed Brown Family Law's FAB and began testing it out. After a lot of work, trial and error, and testing on hundreds of PCs, this is what I created:

1. Feature: **Communication**. Every attorney calls every client every Friday. Paralegals text every client every Wednesday.

Advantage: Solves #1 complaint clients have with attorneys: lack of communication. Put us on the same page with clients working toward the same goals. Gets cases done quicker.

2. Feature: **Exclusive focus** on family law cases.

Advantage: We do one thing because we're going to do that one thing better than everyone else.

3. Feature: **Systems**.

Advantage: Exclusive focus allows us to create

systems in which all of our people and everything we do is designed to help our clients get their ideal results.

4. Feature: **Team**.

Advantage: We do everything as a team. We talk, we strategize together, we quality control each other. This builds a better service for our clients.

5. Feature: **Cap # of clients**.

Advantage: We cap the number of clients each attorney can help. You go to other firms and they have way too many clients, so many they don't know their clients' names. We cap the number low to keep quality really high.

6. Feature: **10+ years and 4000+ people helped**.

Advantage: We've been helping people through divorce for over 10 years, and we've helped over 4000 people. What this means for you is that we've helped a lot of people in your same situation, so we know what to do for you.

7. Feature: **5-star reviews**.

Advantage: We have over 550 5-star reviews. We make sure we do excellent work for our clients.

And then, we end with the benefit.

**Benefit: We designed this system to maximize your time with your kids and maximize the money you receive.**

When I put this together and started going through it with PCs (I write down the FAB on a piece of paper because people believe what they see, not what they hear), PCs stopped saying they were going to meet with other attorneys. I had distinguished myself from competition so PCs wouldn't even want to meet with the competition. And, now, they don't.

This is the power of the FAB framework.

Take some time to write down your firm's FAB. Then, experiment with what works and what doesn't. You will assume PCs will love some things and not care about others. Sometimes, you'll be right. Just as often, you'll be totally wrong. That's why you need to experiment. Once you get your FAB down, you will stand apart from your competition. In fact, you will stop competing and start dominating your market.

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