

THANK YOU!

## Referrer Spotlight:

Andy Morelli

Andres (Andy) Morelli practices in the areas of medical malpractice and personal injury cases. He works with Younker Hyde Macfarlane's team to represent injured patients in pre-litigation and litigation.

Andy earned his Juris Doctor degree at the University of Utah. Before that, he earned his bachelor's degree from Weber State.

At the College of Law, Andy served as President for the Minority Law Caucus, as Fellow for the Pro Bono Initiative, and participated in several other student organizations: Student Litigation Society and the Public Interest Law Group. Andy graduated from the College of Law with honors and won academic awards, including the CALI award for Immigration Law.

Prior to joining the firm, Andy worked with two prominent midsize and national insurance defense firms. Andy's strong sense of justice and desire to represent those that have been wronged led him to join the firm to use his experience and legal acumen to fight for those that have been injured by the negligence and wrongdoing of others. Andy is fluent in Spanish.



# Attorney Advantage

MAY  
2023

HELPING ATTORNEYS BUILD BETTER FIRMS SO THEY LIVE BETTER LIVES

## Getting Paid 100%: Rule 6: Specialize

Last month, we talked about stopping work when you don't get paid. Super important this. Absolutely imperative this. But there's more if you want to collect 100%.

This month, we're discussing how to do less and make more, all while being so desirable to your clients that they will want to pay you.

How is this possible, you ask? Lawyer magic?

Nope, not magic. It's this: Specialization.

See, most attorneys do a little of everything, or a little of a lot of things. Invariably, they think they're really good at all of them.

Honestly, they're maybe passably competent at one, two, maybe three, but they certainly are not world-class at any of them.

A jack-of-all-trades is a master of none.

How is this relevant to getting paid 100% as an attorney?

Simple, if you are a specialist (we can use that word now, you know) and excellent in one area of the law, clients will pay top dollar for your specialist services.

We know this to be true by looking at other professions, like doctors.

A family doctor, a generalist, will make around \$150,000 per year.



A general surgeon, a mid-level specialist, will make around \$500,000 per year.

A neurosurgeon, a high-level specialist, will make around \$1,000,000 per year.

This specialist premium even applies to janitors. The average janitor will make about \$30,000 per year, while a radioactive waste disposal specialist will command somewhere around 10X that.

So, specialize. Do one thing and do it better than everyone else.

I chose divorce as my one thing. At this point, I know nothing about the law other than divorce, and I'm fine with that.

By specializing you will command top dollar, which your clients will willingly and gladly pay because of your expertise, efficiency, and effectiveness.

Another benefit of specialization is you will not have to reinvent the wheel every time you take a case. You will become so good at what you do that you will be able to systematize it to a very large degree, which will mean less of your time will be required. Also, you will be able to teach your expertise to other attorneys, which will allow you



Fun with friends. Marco and his long-time attorney friend, Greg Misener, in Naples, Italy eating with the Dalcuore family. The Dalcuores make some of the finest and most beautiful bespoke suits in the world, and they're the nicest people you'll ever meet.

to create leverage, thereby increasing your income.

(Quick note: Some of you are pushing back, saying, "I can't specialize in one thing. I live in a rural area." Fair enough. If your area is so sparsely populated you literally cannot specialize in one thing, then specialize in two things. You won't command the same premium, but you'll do much better than someone practicing in three areas or five areas.)

So, the moral of this particular story: Specialize; do less; earn more.

## Team Spotlight: Idania Blandon

Idania (Dani) Blandon was born and raised in Nicaragua. Her interest in the law came at an early age as her mother is a lawyer in her home country. She moved to Utah at 18 to pursue her career passions, receiving associate degrees from Snow College and then bachelor's degrees from the University of Utah (psychology and criminology).

Dani has always been drawn to opportunities that allow her to connect and help people. She formed the first interfaith club at Snow College, worked as a peer educator and as a mentor for minorities who faced challenges in academic affairs, and interned at the Utah Office for Victims of Crimes.

Dani has been involved in family law since 2019. Her daily quote is: "Helping one family at a time." Dani enjoys cooking, traveling, working out, dancing, and writing poems in Spanish.



## Brown Family Law Is Hiring!

Brown Family Law is growing and hiring another attorney (or two). Here are our Mission Statement, Core Values, and Vision.

### Mission Statement

We remove the fear of divorce by maximizing our clients' time with their kids and maximizing their money.

### Core Values

1. Growth Mindset: We employ only those with a growth mindset.
2. Excellence: We are all excellent at what we do because our clients depend on us, and we depend on each other.
3. Impact: Our work is important because it deeply affects our clients and their families, as well as our team and our families.
4. Exclusive Focus: We focus exclusively on divorce because we want to be the best at that one thing.

5. Communication: We communicate with everyone systematically, openly, honestly, and in plain English.

6. Domination: We have a duty and obligation to dominate our market because we serve clients better than everyone else.

### 10-Year Vision

Brand: Help more people successfully navigate divorce than any other law firm in America.

Revenue: \$75 million per year.

People: Create opportunity for intergenerational wealth and legal excellence for 300 Brown Family Law team members.

### How To Apply

If what I wrote above resonates with you and you are interested in applying, email Lei at lei.b@brownfamilylaw.com.

And if you know someone who would be a great fit with our team, feel free to refer them to us.

## Recipe of the Month: Brown Family Brownies

These brownies are a Brown Family favorite. Super rich and uber chocolatey. I have to give them away so I don't eat the entire pan.

### Ingredients

- Soft butter, for greasing the pan
- Flour, for dusting the buttered pan
- 4 large eggs
- 1 cup sugar, sifted
- 1 cup brown sugar, sifted
- 8 ounces melted butter
- 1 ¼ cups cocoa, sifted
- 2 teaspoons vanilla extract
- ½ cup AP flour, sifted
- ½ teaspoon kosher salt
- ½ bag of dark chocolate chips

### Directions

1. Preheat the oven to 325 degrees F. Butter and flour an 8-inch square pan.
2. In a mixer fitted with a whisk attachment, beat the eggs at high speed until fluffy and light yellow (about 7 minutes on setting 9/10). Drop mixer speed to 3/10 and add both sugars. Add remaining ingredients, except chocolate chips, and mix to combine. Once combined, mix in chocolate chips.
3. Pour the batter into a greased and floured 8-inch square pan and bake for 55–60 minutes.
4. The brownies are done when a toothpick inserted into the center of the pan comes out clean. When done, remove and cool on a rack. Resist the temptation to cut into the brownies until they're mostly cool.



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

## Book Review

### The Power of a System

by John Fisher

I don't often read books because of the author. Usually, I read books because they might contain \$1 million ideas that I can use in my life and in my business.

That said, I read "The Power of a System: How to Build the Injury Law Practice of Your Dreams" because I met John Fisher at a national lawyer conference.

We were both presenting, and I attended his talk. John is a very high-level and successful medical malpractice attorney in New York, and perhaps the best story-teller-attorney I have ever encountered.

Upfront, you notice two things about John:

1. He is intensely sincere.
2. He can create and communicate a compelling narrative.

I figured if John was that sincere and compelling in real life, his book was probably worth a read. And it is.

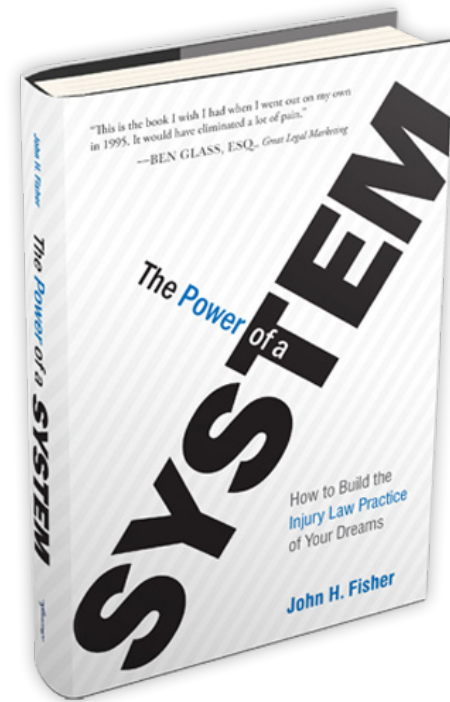
John, like so many of us, started at a firm, a PI firm to be precise. At one point, he found himself out of a job after layoffs, so he started his own firm.

Problem was, he had no idea what to do, how to run a firm. So, he decided to create the firm he wanted by writing about it.

He wrote the firm's purpose and ideals. He then wrote the firm's systems and the reasons behind each (the "how" and the "why"). He wrote and wrote and wrote, until he created the firm he dreamed about having.

"The Power of a System" recounts John's story for context, but mostly it's a how-to book about creating systems for your law firm.

John provides organizational schemas and templates for creating systems. These are incredibly helpful, even if they are focused on personal injury. The principles are the same, no matter your area of law, as are many of the systems themselves.



If you want to build your law firm into a business, or even if you simply want to maximize your law firm as a job, writing out your systems is crucial.

This is because if you don't create your systems and write them down, someone else will create them — according to their values and what is most convenient for them — and then impose them on you and your clients.

"The Power of a System" is a great guide for helping you build the law firm you want.

(Note: As always, if you would like a copy of the book reviewed, email me and I'll send you a copy: marco@brownfamilylaw.com.)

## Law Practice Management: Using Vacations to Elevate Your Firm from a Job to a Business

Let's be honest: Vacations are awesome, and any excuse to go vacation is awesome.

So, I'm going to give you a great excuse to take not one, but multiple, vacations — all in the name of (legitimately) improving your law firm.

The way most attorneys run a law firm is by being in the firm every day. Attorneys are so addicted to working in the day-in-and-day-out grind of billing on cases, calling clients, doing consultations, billing, working on staff problems, etc., etc., etc., that they rarely, if ever, step back and work on their firm.

The problem with always working in your firm is that you have nothing more than a job. This is because a true business functions and makes money without your physical presence or constant oversight. Ultimately, a firm that relies on you may constitute a well-compensated job, but a job nonetheless.

How do you graduate from job to business? By creating a firm that does not, in fact, rely on you 24/7. Creating such a firm will require:

1. Written systems.
2. Money to hire a team.
3. Team members who know and execute on the systems.
4. Clients who rely on your firm's systems, not on you personally.
5. The humility to admit that not everything revolves around you.
6. The courage to allow others to step up and succeed.

Now, let's assume for a moment you worked on your business, wrote systems, hired a team, had the humility to extricate yourself from the day-to-day crush of running a law firm, and provided others with the skills to succeed without you present.

Even if you did all of this, you would need to stress test your law firm. And the only real way to stress test is to be gone, as in physically removed from your firm.

This is where vacations come in.

Vacations force you to be gone for an extended period of time, and extended is what you want. If you're gone for too short a timeframe, then you can come back and fix whatever might break while you're gone.



Nope, not okay. You want to be gone long enough that if something breaks, it breaks good and hard, and you cannot swoop in and play fixer after the fact.

See, stuff breaking is good. It teaches you which systems need to be improved so your firm relies on you less and less in the future. In other words, if you use them correctly, vacations help your firm become robust, and eventually, antifragile.

I think a good length of time to begin with is 10 days, maybe 14 days. If you haven't taken extended vacations in a while, and you're just starting down this path, stuff will break at two weeks. Again, breakage is good.

Then, I would graduate to three weeks, then an entire month away. Each time, evaluate and improve your systems and your team.

If you're committed to this process of law firm improvement, eventually, you'll be able to take vacations of six weeks, two months, three months.

You want to know the most beautiful part of this, other than the uninterrupted time you'll be able to spend with your family? You'll make more money every time you take longer vacations.

Why? Because the further away you are from you working the billable hour, the more leverage you can create, and increased leverage equals more money.

And that's how you use vacations to elevate your law firm from a job to a business.