

Referrer Spotlight:

Josh Baron

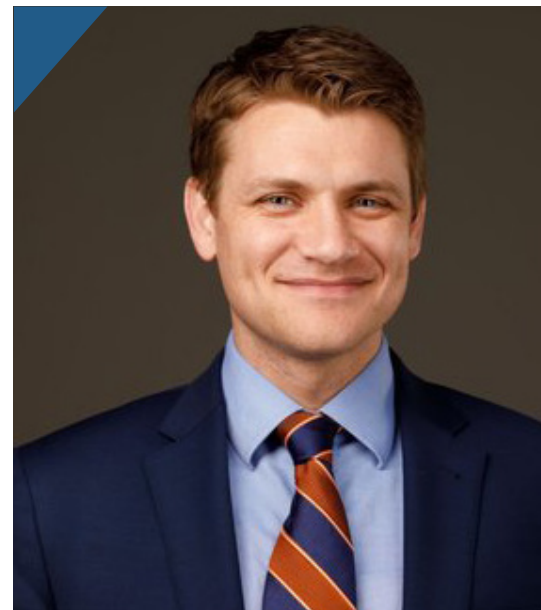
Josh Baron has been a good friend and Brown Family Law referral partner for years. He is a very accomplished criminal defense attorney, a good man, and one of the smartest people you'll ever meet.

Josh provides his clients with exceptional service by focusing on criminal law, to the exclusion of everything else. His limited caseload allows him to provide his clients with the time necessary to really delve into their cases.

If you're on LinkedIn, you should follow Josh. He writes about building a referral-based law firm. His advice is simple, actionable, and spot on; and he lives what he preaches, getting about 100% of his clients through referrals.

If Josh could do anything in the world, he would be a flâneur (it's French, look it up). He would be a good one too.

Josh, thank you for your referrals, and congratulations on the firm you have built and the people you help.



Attorney Advantage

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HELPING ATTORNEYS BUILD BETTER FIRMS SO THEY LIVE BETTER LIVES

7 Rules for Getting Paid 100%: The Problem

Did you know 56% of American attorneys are solos?

Did you know an average attorney works 8 hours per day, bills 2.5 hours per day, invoices 2.1 hours per day, and collects 1.85 hours per day? In other words, average attorneys collect only 23% of the hours they bill in a day, they bill less than 400 hours in a calendar year.

I know these numbers because, in 2015, I was an average attorney. I had started Brown Family Law in 2010, during the Great Recession. I had worked hard, served my clients well, and I had won awards for my work.

What I had not won was a good life. In fact, my life was not going well. I had let myself get fat. I was not doing well spiritually. I did not have a good relationship with my family. I had let work take over my life, and it was killing me — literally. I could feel my heart ache and I knew I would have a heart attack by the time I was 60 or 65 if I didn't make wholesale changes.

So, I set about to change. But I had no idea where to start. After some thought, I figured I would start with money. You can measure money. And if you have money, you can write checks and solve problems. I then thought about the easiest and quickest way to increase my money. Collections. See, I was collecting 60 cents on the dollar. What if I could get that number up to 100%? What problems could I solve then? I was already doing the work, and I didn't



have to spend any additional money to collect, I just needed a better system.

A better system is what I built, but not without a lot of trial and error. I spent hundreds of hours thinking through how our collecting system would have to work. My paralegal almost quit because of one particular payment experiment — more on that in a future newsletter. I lost some clients, but not as many as you would think, when I decided I would not work if I wasn't being paid. In the end, I developed a system that collects at a near 100% rate, something almost unheard of in family law.

I've distilled the rules of our system to 7, and I will share them with you in detail in the upcoming newsletters. Let me give you a sneak peak, though.

Rule #1: Change your mind. It's a fun rule, complete with law professors and bureaucrats, clients who steal from families, and attorneys who let them.

Until next time



7 Tips to Securing your Digital Life



UC Santa Barbara Information Technology makes the following 7 suggestions for making your digital life more secure:

- Never reveal your passwords to others
- Use different passwords for different accounts
- Use multi-factor authentication (MFA)
- Password length trumps complexity
- Make passwords that are hard to guess but easy to remember
- Password complexity still counts
- Use a password manager

Restaurant Review

Burger Bar

Burgers are how we know God loves us. They are the quintessential American food, and Utah has its share of really good burger joints.

I've eaten at a lot of burger joints in Utah, and Burger Bar in Roy might well be the best. Burger Bar has been around forever. There's no inside seating, so you have to sit outside and eat on concrete benches — think prison benches — or in your car.

The ambiance doesn't matter, though, the burgers matter, and the burgers are good. Fresh local beef, fresh local buns, homemade fry sauce, seriously golden crispy fries. And the

shakes are thick, fresh, and above-the-rim, like all good Utah shakes should be. It's everything you want in a family-owned burger place.

The signature burger is the Big Ben, which is, indeed big. You can get a single all the way to a quad, although, anything past a double gets into diabetes territory.

Burger Bar always has a bison and elk burger available. Both meats are good, but I really enjoy the exotic-meat-of-the-month burger, especially when it's antelope or kudu.

Next time your going to the Ogden courthouse, or you just want a seriously good burger, swing by Burger Bar. You'll be glad you did.



LastPass: An Easy Way to Manage Your Law Firm's Passwords

Firing a team member is never a pleasant experience. Firing a team member is made especially unpleasant when you have to hack your team member's law-firm-provided computer because you don't know his password. That was the situation I found myself in a few months ago. Things had ended poorly, and when we asked the team member for his computer login password during his exit interview, he answered with something that rhymed with: "Go to sell." Thus began the days' long exercise that was hacking his MacBook Pro. I can't even estimate how many man hours were wasted before we finally accomplished the task. I knew we couldn't let this happen again. We couldn't allow disgruntled team members to hold us hostage by denying us access to our computers, applications, or email.

We had to get a handle on all law firm passwords, make them property of the law firm, and keep them under our exclusive control. That way, we could control who has access to our data at all times, thereby protecting it and our clients.

Enter LastPass.

LastPass is a password management program, much like Keeper or Password Safe. At its most simple, LastPass securely stores all of your passwords in your password "vault." Your vault is secured by one single master password, cutting down on what you have to remember.

LastPass

LastPass automatically fills in your passwords when you access websites. It also helps you keep passwords from being hacked by suggesting and storing long-chain passwords that are essentially impossible to decipher.

The true beauty of LastPass for law firm owners, however, is found in the fact one person can store and control all employee's passwords in one place. In fact, you can configure LastPass in such a way (1) that employees never actually see their passwords, which provides complete password security; (2) that employees cannot change their passwords; and (3) that you can instantaneously cut off an employee's access to his/her law firm passwords and accounts.

It has taken us a little while to implement LastPass on the enterprise level, but this time — unlike the time spent breaking into Disgruntled Employee's computer — has been worth it. We now have total, instantaneous control over access to our data, which, let me tell you, gives me great piece of mind. LastPass has both free and paid, as well as personal and enterprise, options. Check them out at www.lastpass.com.

Why We Attorneys Should Sleep More, Lots More

How's your sleep?

Here's a hint about how to answer that question. If you're getting less than 8 hours, it's not good.

Sleep is the beginning and end, the alpha and omega, of physical, mental, and spiritual health.

We should prioritize sleep like we prioritize breathing air. Matthew Walker is a sleep researcher. His book, "Why We Sleep" is probably one of my favorite books that I've read in the last 10 years, and it helped change my life.

When I was a kid, I grew up in a small village in Alaska called Cold Bay (not kidding, it's called Cold Bay). Population 85. My dad ran a salmon hatchery for the State of Alaska. When I was a kid in, Dad was a big, strapping guy. Cold Bay was not good to my dad, though. The stress of running the hatchery took a toll on his sleep. He developed insomnia, which led to him eating too much, with led to sleep apnea, which led to even less sleep.

Because of his chronic lack of sleep, my dad's health declined rapidly. He has never recovered from those years.

Unfortunately, my dad's experience is not unique. In fact, it is the norm when people don't sleep enough.

Here are just some of findings from Matthew Walker's "Why We Sleep," regarding the function and benefits of adequate sleep (8-9 hours per night for adults):

- It fights physical disease and mental illness
- It increases cardiovascular health
- It is a major cause of brain growth and development in infants and children
- It makes possible the formation of short-term and long-term memories
- It aides in creativity
- It facilitates new language learning
- It regulates negative emotions and behaviors
- It increases fertility in men and women
- It regulates testicle size and sperm morphology
- It decreases first-trimester miscarriages
- It increases libido in men and women
- It regulates the gut biome and increases nutritional uptake from food
- It decreases sugar cravings and overall caloric intake
- It maximizes physical exertion during exercise
- It facilitates muscle growth
- It keeps blood sugar constant
- It ensures body temperature stays within normal limits
- It decreases suicidal ideations



- It increases employee job satisfaction
- It leads to less lying and loafing at work
- It leads to better scholastic attainment
- It decreases mortality rates
- It decreases obesity
- It probably increases IQ in children

We have stressful jobs as attorneys, and many, if not most of us, don't get enough sleep. We wake up early in the morning worrying about cases. We answer late-night emails on our cell phones in bed, when we know we should be asleep.

Please, don't rationalize losing sleep to work on a pleading or motion, or to answer an email. Your health is worth so much more than that billable hour or making that deadline. And that email can wait until tomorrow.

If you have trouble sleeping, do everything possible to fix whatever is keeping you from adequate sleep.

Sleep is the most important thing we can do for ourselves and our families.

Please, please, prioritize your sleep and your health.

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

Employee Spotlight: Marco Brown

Marco Brown is Brown Family Law's founder and managing attorney.

Marco grew up in Cold Bay, Alaska (population 85) where his dad ran a salmon hatchery and his mom was an air traffic controller.

In 2010, during the Great Recession, Marco came back to Utah and started Brown Family Law with no clients, no network, and \$160,000 of law school debt.

Thankfully, Brown Family Law has grown and has now helped thousands of families through divorce and family law situations. Marco loves all things Italian, and spends inordinate amounts of time and cognitive energy searching out and eating beautiful food. He loves to hike with his family, and lift heavy things and put them down.



(Marco and his son, Elliot, on Angel's Landing)

Thanksgiving Recipe

Slow Cooker Honey Sriracha Little Smokies

The holidays are upon us. Along with your other holiday favorites, enjoy this easy, smokey, and sweet crock pot recipe. Have a great day with family.

Ingredients

- 1 ½ cups hickory BBQ sauce
- ¼ cup packed brown sugar
- 2 tablespoons soy sauce
- 2 cloves garlic, diced
- 1 tablespoon honey
- 1 tablespoon sriracha
- 2 14-ounce packages of little smokies

Directions

1. Whisk together BBQ sauce, brown sugar, soy sauce, garlic, honey, and sriracha in a bowl.
2. Place little smokies in your slow cooker. Pour sauce over and stir to coat.
3. Cover and cook on low for 4 hours or high for 2 hours, stirring occasionally.

