



STILL STUCK ON LAST YEAR'S NEW YEAR'S RESOLUTIONS?

5 TIPS TO CHANGE THAT IN 2018

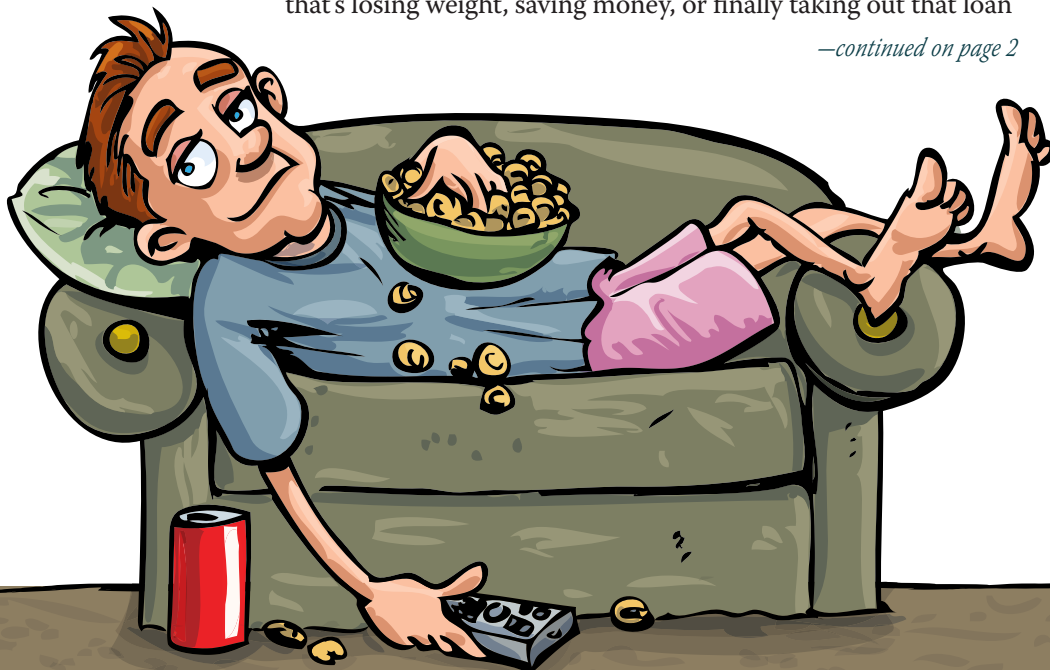
It happens to the best of us (and the worst of us). January 1st rolls around and some of us are still eating Nutella with a spoon, six hours deep into a *Desperate Housewives* marathon. If you want to flip the script this year, you're going to need to acknowledge some facts about human psychology and turn them to your advantage:

1. Make ONLY ONE Resolution

When we make a lot of commitments, our brain sees the entire task as one big chunk. The more resolutions you've heaped on the pile, the more impossible it feels to your brain. It's hard to motivate yourself to start when you simply don't believe in your heart that you will finish.

Strangely, if you broke up all of your resolutions into small, single tasks and never looked at the big picture, you would accomplish much more of your list. The easiest way to see this in action is to eliminate every resolution except the ONE that would have the biggest impact on everything else you've listed. Whether that's losing weight, saving money, or finally taking out that loan

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OUR MISSION STATEMENT

"We help people make great decisions about their legal issues."

It may sound simple, but the truth is that not everyone operates like we do.



Even when we can't help someone directly, we consider it important to make sure that they are matched up with a potential answer to their question or problem. We never "send people on their way." We are committed to being a positive, useful resource for anyone who has a legal issue.

If you know of someone who might need an attorney or has a legal question, hand them this newsletter. Let them know that there is a law firm that wants to guide them to a great decision. We're just a call or contact form away.

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to go to clown school, your chances of success are much greater when you pick ONE and focus on it.

2. Plan Ahead for Setbacks

It's easy to revert to old behaviors. It's what humans do. The key is practicing ahead of time how you will REACT when those setbacks occur. If you think, "It's all over! I blew it. I'm the worst," you won't be in a healthy place to make the rebound. When you slip up, it's very important that you believe it is NOT the end of the whole campaign. It is merely a downward blip on a very upward trend. Get back on track as quickly as possible and, please, forgive yourself!

3. Reward and Incentivize Yourself

If you are trying to lose weight, don't make food the reward. Pick a reward that is unrelated to the resolution, but will still motivate you. The fact is, our brains aren't very good at prioritizing long-term rewards over short-term rewards. Incentives can train your mind and your body to keep pushing through the short-term pain of changing a habit.

4. Keep a Journal of Your Progress

The act of writing something down (not just typing it) has a profound impact on your goals. It connects several different senses and emotions into one action and it's memorable. Going through a life change can be hard, and putting to paper what you're going through can be

cathartic and help your progress. Instead of waking up every day thinking you're back to square one on battling your resolution, the journal can provide a sense of long-term success, and you'll start to notice that it's getting easier over time.

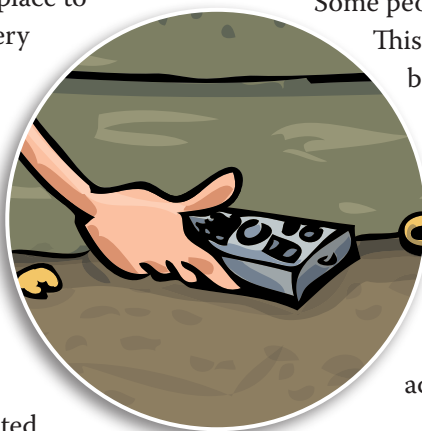
5. Tell Others (But Be Careful...)

Some people tell everyone about their resolutions.

This can be a great motivator, but it can also be a great source of stress if you start to backslide. Part of the problem is that the act of telling someone you're making a life change is a rush of adrenaline and dopamine by itself. This can sometimes cause people to "cash in" on the feeling and not follow through on the goal. It can become "activity masquerading as accomplishment."

Since our brain feels the "victory" of telling someone in the same way it feels the REAL victory of accomplishing our goal, we can make the mistake of shortcutting the payoff and losing motivation to follow through. A good compromise is to tell one person or a small number of people about your goal without telling the whole world. Your close friends can offer support and keep you accountable if you let them.

Above all, stay positive and keep fighting the good fight. There is so much you can accomplish this year if you don't get discouraged. Remember, it's a sign of strength to ask for help if you are struggling. ■



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Reader Feedback

And Sometimes It's the Little Things

"Sharon, my very special dear friend, please make sure that everyone at BenGlassLaw knows how much I enjoyed and appreciated my birthday card. The card from BenGlassLaw was tastefully elegant and really unique with short personal notes and individual signatures of each member of the BenGlassLaw team - some of whom I have grown to know only through phone calls."

"I sincerely appreciate the fact that each of you were in some way instrumental in the recent highly successful resolution of my accidental personal injury case and I really do think of you all now as family!"

"I am getting back to the business of enjoying life without a 500 lb. gorilla lurking in the shadows and confident that the very capable team of BenGlassLaw will - if needed - have my back!"

Appreciate all... My best,

—Jean ■



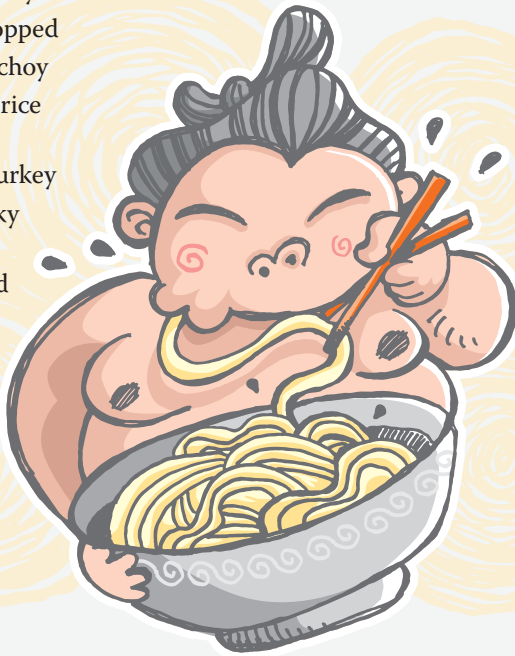
BGL's Best Bites

SUPER YUMMY SUMO STEW

Note from Tifiny: "In my earnest attempt to find a savory alternative to chicken noodle soup, I discovered a recipe for Sumo Stew, or Chankonabe. This is a Japanese stew that Sumo wrestlers eat to gain weight, but don't worry, this stew is very healthy, yet protein rich. Plus, it is easy to make in one pot, so no need to dirty multiple pots and pans. Take a chance on something unique and enjoy the flavor!"

Ingredients:

- 4 or 5 soft-boiled eggs (optional)
- Udon noodles or rice
- 1 cup chopped shiitake mushrooms
- 1 teaspoon salt, divided
- 2 tablespoons oil
- 2 tablespoons ginger, minced, divided
- 2 cloves garlic, diced
- 4 cups chicken broth
- 1 0.5 oz package Miso soup mix
- 1 tablespoon soy sauce
- 2 carrots, chopped
- 1 bunch bok choy
- 1 tablespoon rice wine vinegar
- 1 lb ground turkey
- 3 fillets of flaky white fish
- 1 lb uncooked shrimp



Directions:

- 1 Prepare soft-boiled eggs if you plan to garnish your soup with the eggs. Cook the udon noodles or rice according to package directions. You will serve the soup over the noodles or rice.
- 2 Coat the bottom of a large pot with the oil and add the chopped mushrooms. Add $\frac{1}{4}$ teaspoon of salt and cook the mushrooms until the water is (almost) evaporated. Add the diced garlic and 1 tablespoon minced ginger and cook until fragrant, about 45 seconds.
- 3 Add the chicken broth, miso soup mix, soy sauce, remaining salt, and carrots. Cover, bring to simmer, and let cook for 10 minutes.
- 4 In a bowl, mix the ground turkey and the remaining minced ginger. Form into meatballs and add to the pot. Return to simmer and cook until the temperature of the meatballs reaches 165 Fahrenheit, or until fully cooked (about 15 minutes).
- 5 Chop the bok choy and add to the stew with the rice wine vinegar. Stir until the bok choy is mostly submerged in the stew. Place the 3 fish fillets on top of the stew (don't mix in) and cover until cooked (about 3 minutes).
- 6 After the fish is cooked, add the shrimp. Mix the shrimp into the soup without disturbing the fish too much. Cook until the shrimp is no longer pink.
- 7 Serve the soup over udon noodles or rice and garnish with soft-boiled eggs sliced in half. ■

Super Yummy!

Reminder About Our Firm's Communication Policy

Our promise to you is that while we are working on your case, we don't take inbound phone calls, faxes or emails. Ben Glass takes no inbound unscheduled phone calls whatsoever. It makes him much more productive and helps get your case resolved faster. You can always call the office at 703-544-7876, and schedule an in-person or phone appointment, usually within 24-48 hours. This is a lot better than the endless game of "phone tag" played by most businesses today. Remember, too, that email is "quick," but is checked no more than twice a day. Replies are then scheduled into the calendar. So if it's really important, don't email—call the office instead.

This publication is intended to educate the general public about personal injury, medical malpractice, and small business issues. It is not intended to be legal advice. Every case is different. The information in this newsletter may be freely copied and distributed as long as the newsletter is copied in its entirety.

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Reader Feedback **Sometimes We Help** **Just by Giving Some Advice...**

Dear Mr. Glass,

"I am not sure you remember my email to you, I'm sure you receive many. I wrote to you regarding a visit to a chiropractor who ended up injuring my neck and I now still experience headaches and neck pain. I went to the office, reluctantly, because a coworker suggested that I give chiropractic a try for my tinnitus (I developed tinnitus following a bad sinus infection). I had no pain and was very healthy and active before the visit. Following the visit, I'm unfortunately not. The chiropractor claimed he could treat my tinnitus with a neck adjustment and unfortunately tinnitus is the least of my concerns."

"Well, long story short, after I requested my medical records, I noticed that he falsely stated I came to his office for treatment of neck pain and headaches and made alterations to forms that I filled out in his office. I followed your advice and filed a complaint against him through the Virginia Board of Health Professions. I recently received the results and while they chose not to conduct a disciplinary proceeding, he did receive an advisory letter informing him that he may wish to examine aspects of his practice."

"While it won't help me get better, I am grateful that I at least did something to stand up to an unethical person. I would not have done that without your helpful advice. Thanks and keep fighting the good fight."

—Thankful Caller



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*The BenGlassLaw
Varsity Soccer
Sportsmanship Challenge*

A stylized illustration of a hand holding a smartphone. The hand is light orange with a darker orange thumb. The smartphone is dark grey with a large blue screen. The screen shows a dark blue diagonal gradient. At the top of the phone is a small black dot and a horizontal line. At the bottom is a white circular home button.

CVS GETS IT

One way to have an impact on the world, and do well for yourself, is to have a “why” that you live out loud! I’ve liked watching the transformation of CVS drugstores from “one more drugstore” to a place that is truly focused on improving the health of its customers.

First, it banned tobacco products from its shelves. Tobacco was a big source of revenue for CVS, but if it was to present a consistent value proposition to the world, it was a decision it HAD to make.

Recently, CVS took on a giant pharmaceutical company when the price of EpiPens rose to an outrageous \$600 per package. Rather than whining to the government to “fix it,” CVS struck a partnership with the maker of a generic version of the EpiPen to get the cost down to \$10. This was a free market at work.

CVS committed to stocking the generic version in all of

its 9,700 stores. This allowed the manufacturer to increase productivity, while keeping costs low.

CVS is taking rational actions that provide a win-win for it, its customers and for the manufacturer of the generic. This is how a free market works. (Source: *Fast Company* magazine, May 2017) ■



SMALL BUSINESS TIP

BUDDY, IT'S NOT YOUR SEO TEAM'S FAULT

One of the questions that many small business owners have is: how do I find a good SEO (Search Engine Optimization) company that will be able to drive more traffic to my website?

My answer? Wrong question.

Most small business websites are not good at converting visitors to prospects/customers. Until we get that problem fixed, we shouldn't be wasting money sending even more traffic to the site. That's like burning money!

A good small business website will:

- 1 Give the visitor a good reason to stick around and explore.
- 2 Provide a reason for the visitor to give you some of their information, usually first name and email address, so that you can market directly back to them.

- 3 Have built-in follow-up systems that automatically follow up with the prospect.

- 4 Provide value BEFORE trying to sell something.

If you look at BenGlassLaw.com and compare it to most lawyer websites, you will find that our site hits all these elements. This helps us stand out from our competition.

So, the better question is: how can I get my small business website to give more value to someone FIRST before trying to sell something? Once we are converting more

visitors to clients/customers, we can start sending more traffic to the site.

NOTE: Have a site you'd like us to look at? I have a great marketing team here at BenGlassLaw and we love working with small business entrepreneurs! ■



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