

# My Goal is to be a Rotisserie Chicken



By Tammy Hinline

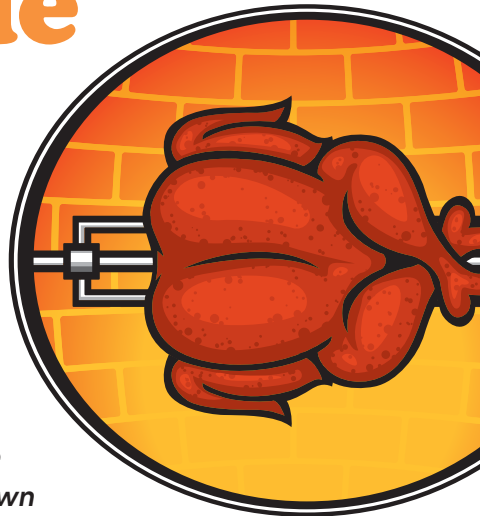
*When I was growing up, I was big into staying up late when I wasn't*

*supposed to be. My parents made the huge mistake of letting me have my own television in my room. I'd watch it long into the wee hours of the night, keeping the volume down as low as it could go. But with cable television, there really weren't many options for late-night entertainment. I spent many a night watching country music videos and guessing the song titles from the lyrics.*

But my first love? Infomercials. Specifically, the Ronco Showtime rotisserie oven. Some of you may even remember its famous slogan – “Set it and forget it!” It was all about putting your meal in the oven, pushing the button, and never thinking about it until dinner time. I gave it some thought one day and realized that’s the kind of attitude I strive to have at work. I want to be able to take our firm’s vision (dinner) and run with it as best as I can without needing constant guidance, instruction, or redirection.

In the military, it’s called being a “fire and forget” weapon. The actual term refers to a type of missile guidance that doesn’t need any sort of human intervention once the button has been pressed. But when referring to a person (in this case, a Marine) it means that someone receives their mission and follows through to the end without additional supervision. And it’s not about being perfect and knowing how to do everything. It’s about having the type of initiative and self-sufficiency to figure out the answer when you don’t have it. It drove my junior Marines crazy. Whenever they asked me a question about a regulation, I’d never just hand over the answer. I only told them where they could

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## BGL's Best Bites:

# WATERMELON CUCUMBER SALAD WITH LIME DRESSING

*This summer treat is not only delicious, but beautiful to look at, too.*



## Ingredients:

- 3 cups watermelon cut in cubes
- 1 ½ cups sliced cucumber seeds removed, or use Persian cucumbers cut in wheels
- 1 cup blackberries, rinsed
- ½ cup crumbled feta or goat cheese
- 2 T. fresh mint cut in strips or minced
- 3 T. Olive oil
- 1 T. lime juice
- Salt and pepper to taste

## Instructions:

- 1 In a small bowl whisk together olive oil, lime juice, salt, and pepper.
- 2 In a large bowl gently toss watermelon, cucumber, and blackberries.
- 3 When ready to serve, drizzle with lime dressing and sprinkle with feta and mint. ■

*Tip: If you don't like lime, substitute balsamic vinegar, or even bottled champagne vinaigrette.*

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## My Goal is to be a Rotisserie Chicken

find the answer themselves. And yes, eventually they'd always come back to me having done the work to find what they needed.

I like to think I'm a pretty decent rotisserie chicken. Sure, sometimes I'll need a little basting along the way. Especially if I'm given something new and incredibly difficult. If I understand the end goal, 99% of the time I can get there on my own accord or find out the information I need TO get there. I like to feel that when my attorneys and coworkers go on vacation, they aren't constantly worried about what's going on at the office – are the checks getting processed correctly? Are the clients being cared for? Am I showing up to work on time when there's no one there to watch me work? Have I finally absconded to Canada with a purse full of company pens?

For me, it's important to know that I'm trusted and relied on to keep the wheels turning without being micromanaged. Because I believe in what we do, I try my best to do it well. I know not everyone has the same attitude about work as I do. That's to be expected. But if you're new to the workforce and looking to make a good first impression, or even an old hat set in their ways, try being a rotisserie chicken for a day and see how you like it.

**For some more light reading on self-sufficiency and initiative in the workplace, try the classic essay *A Message to Garcia* by Elbert Hubbard. ■**

# Have the **TOUGH CONVERSATIONS**

*The reason that CEOs & business owners of major companies deserve every penny they are paid (even if their pay is a hundred fold what the lowest paid employee makes) is because they are paid to make tough decisions, and then to have hard conversations about those decisions.*



For us at BGL, some of our tough business conversations include:

- Explaining to a potential client why we can't help them
- Firing clients/staff
- Breaking up with law partners
- Breaking up with vendors
- Dealing with clients who are unhappy (justifiably or not)

Avoiding the tough conversation (in both business and life) that needs to happen, but doesn't because it is tough, is a recipe for disaster. Have the conversation!

Here are some tips to get through them:

- Remember why you are in business and/or your goals in life: for the majority of us, it is to make your life and your family's life better. Don't let anything get in the way of that if you can avoid it.
- Don't avoid reality.
- Figure out what the reality is for this conversation. Feelings don't matter much and they are a poor substitute for making decisions based on fact. Take the time to understand the facts.
- Express empathy for whatever it is that the other is going to feel during and after the tough conversation. We call them "tough" for a reason. Expressing empathy means that you understand what they are feeling (not that it's justified; not that their feelings are based on facts; just that you can understand why they are feeling what they are feeling).
- Let the other know that you are listening. Again, you don't have to agree, but feeling like you are not being heard is frustrating and it makes the conversation tougher. (If the other is not listening to you, tough through it).
- The decision that you are expressing through tough conversation is, in the long run, going to be best for everyone. Sometimes it is difficult to see this in "the now" but eventually it will happen. ■

## 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, ERISA disability, 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.



# INSIDE THE MIND OF BEN GLASS



Love Without Boundaries provides life-changing medical care, runs well monitored foster homes, operates schools, and supplies quality nutrition to impoverished and orphaned children. They held their annual leadership meeting at the BenGlassLaw Center for Growth and Innovation.

## Who You Hang Out With Matters

*In July, we hosted 36 law firms, 22 charity leaders, and seven local real estate investors at the BenGlassLaw Training Center to either be trained by us or participate in meetings we were hosting.*

**The law firms were those in my HERO and ICON Mastermind groups through Great Legal Marketing.** These are lawyers from all over the United States and Canada who come to Virginia four times a year to explore, under my leadership, the intersection between entrepreneurship and legal services.

Though the format and topics discussed at each of these meetings varies, the common thread is that getting together in a room creates what Napoleon Hill described as the “spontaneous combustion” of the “third mind” (aka: The Mastermind).

**Brian Glass hosted the real estate investor group.** These folks discussed everything from the pros and cons of the storage space world, the possible recession market, how one goes about raising rounds of capital for multi-million dollar projects, and beyond. What Brian and I do in those meetings is listen to how the best in other professions do their work, then borrow their great ideas and transfer them into an amazing experience either working for or being a client of BenGlassLaw.

**Later, we had the charity group, Love Without Boundaries in for four days.** I served on their board for over a decade. This meeting, I led a session for their leaders on how leaders make great decisions. I also got to sit with and pick the brains of: (1) a famous cardiovascular surgeon with a fabulous practice and life; (2) a hedge fund guy now retired from the private equity world, having cashed out and now taking a “year to think about things” while helping out a few charities, and (3) a young lady in a medical technology start up who, because of her charity work, was recently invited to sit in on a small conference of billionaires. I had a lot of questions for her as to what she learned sitting in that meeting!

**The life principle here is that choosing who you decide to hang out with matters. A lot.** Brian and I choose to hang out with people who are doing things bigger, better, and faster than we are. These people are moving the world and we want to learn from them so that we can move our world, too.

**What about you?** ■

## Inside The Mind of Ben Glass

*In addition to running his own practice AND a separate business that teaches lawyers how to grow great businesses, Ben also coaches other small biz owners on how to start and grow a business that leads to your perfect life. Ben has a limited number of slots available for coaching non-lawyers in 2022. If interested, reach out to Ben at [ben@benglasslaw.com](mailto:ben@benglasslaw.com). If you are a lawyer, check out [GreatLegalMarketing.com](http://GreatLegalMarketing.com)*

### A Compilation Coming Soon



*My favorite type of morning: coffee, good reading and journaling.*

**My friend Keith Matney, who I played soccer with when I was younger, had a great idea. Keith wrote:**

*Hi Ben, I was just spending a few moments organizing my thoughts by clearing papers from my home desk. One of things I do is rip out mag articles or parts of newsletters that inspire me and keep them in a "just do it" file. I always rip out your "What Would Ben Say". Have you ever thought about a "What would Ben Say" compilation book or service? Maybe volume 1, 2 etc. Or an online subscription, like a weekly post. Just thinking out loud! Hope your pre-season goes smooth!*

***Great idea Keith! We have started that project!***

## WHAT WOULD BEN SAY

**ANTITRUST LAWS ARE BOGUS.** One giant book publisher (Penguin Randomhouse) wants to acquire another (Simon and Schuster). The government, using antitrust laws, sued to block the merger. The otherwise very boring anti-trust trial got headline news in early August when horror author (think *The Shining* and *Carrie*) Steven King took the stand to testify that the companies should not merge because if they did, "it becomes tougher and tougher for writers to find money to live on". The government has argued in the trial that if the merger takes place, "writers of anticipated bestsellers likely will receive smaller upfront payments, or advances, if the deal is completed".

Antitrust laws have no place in a country that values freedom and liberty. No profession or occupation has a right to any particular stream of income. Since that is true, the government should not be using its monopoly on the use of force (i.e. the law) to protect higher fees for writers. If you want to be a writer and make lots of money and put good value into the world, a free market will reward you or not. An author has no more right to high payments than the buyer of a book has to a low price. We waste billions each year with antitrust law enforcement.

Every so often, another lawyer or law firm tries to dirty trick us. When that happens, it can be upsetting and sometimes the team wants to get back at that lawyer. We then remember that our culture is to play in a world of positivity. That other lawyer's life probably sucks. He probably doesn't spend most of his days in a great workplace environment doing work he likes with people he loves being around. When we start to look at the incident from that perspective, the urge to retaliate just goes away. Sometimes the best way to get back at someone is to simply ignore them. ■



INSIDE THE MIND OF

BRIAN GLASS



# No One is Crazy

Morgan Housel's 2020 book *The Psychology of Money: Timeless Lessons on Wealth, Greed, and Happiness* begins with a chapter called "No One is Crazy," which explains that everyone's personal experiences account for something like 0.00000001% of the world's knowledge, but accounts for about 80% of how they interact with the world. For example, someone who grew up in the Great Depression (or was raised by someone who'd lived through the Great Depression) has an approach to saving, spending, and investing (or not) – may seem insane to someone who was raised during an era of financial surplus.

I finished this book on the plane on the way to my wife & I's kid-free vacation for a cruise to the Bahamas.

It occurred to me that the Americans on our cruise must appear absolutely ridiculous to our cabin steward from India, the bartender from the Philippines, and the maître d' from Egypt. Imagine growing up in one of those places and taking a job across the world on a ship that sails from Miami... The passengers on the ship are on an all-you-can-eat and all-you-can-drink adventure and you sail out of the Port of Miami past mega-yachts!

Having seen that 0.00000001% of America, what must your impression of the country and its inhabitants be? I had a hard time imagining that it was positive.

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## No One is Crazy

We talked briefly with one of the servers who told us that he earned about \$1,500 a month and was towards the end of his 8-month contract where he worked 12–16-hour days, six days in a row. He was very grateful for his “free” room and board (which included his own free drinks at the crew bar on Deck 0). On the one hand, ‘crazy’ to spend that much time away from your family. On the other hand, he probably makes ‘crazy’ money compared to what he could make in India (where the average annual salary is about \$5,000 a year).

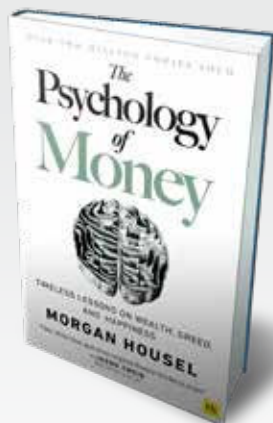
That same trip, we met an Australian in his young 20s who was on his third week in America. His recommendation for our stay in Miami? A club that was open from 11PM to 11AM. “I was there last weekend and didn’t leave until 10AM,” he said. ‘Crazy’ to my friends and I. ‘Lots of fun’ to him.

**The point is that no one is crazy and assigning our own set of values and beliefs to someone else’s actions is a recipe for concluding that they are. ■**

### BOOKS I READ THIS MONTH

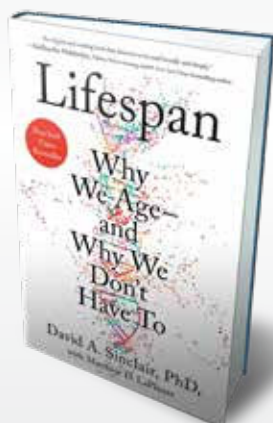
#### ***The Psychology of Money***

Morgan Housel



#### ***Lifespan: Why We Age and Why We Don't Have To***

David Sinclair



#### **Worst purchase I made all month**

*The \$17/night upgrade to a pool view room in Miami. Upon arrival at the hotel, we learned that the pool is where the nightclub is. And the nightclub closes at 5AM.*

#### **Best purchase I made all month**

*\$5 earplugs from the CVS next to our hotel.*



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## We Want to Hear From You!

*If you receive our monthly BenGlassLaw newsletter, it's because you are connected to our business in some way. Our goal for this newsletter is to bring inspiring, fun, and thought provoking content to your mailbox every month (while also staying top of mind if you or anyone you know is in need of personal injury or long-term disability legal services).*

We currently have a new website in-the-works and with that, our goals are to strengthen all aspects of our marketing, this print newsletter being one of them. If you have two or three minutes, please take time to scan the QR code to leave your feedback on what you love about the newsletter and what you'd like to see moving forward. We'd love to hear from you so that the content we provide makes you excited to receive and read this newsletter every month. ■



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