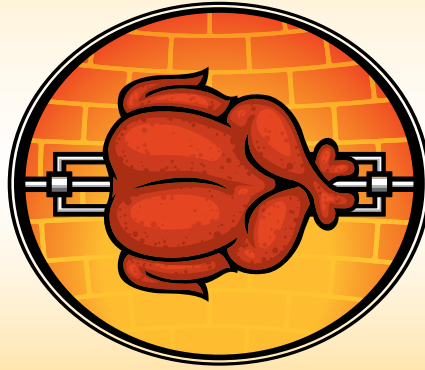


The Care and Feeding of Rotisserie Chickens



By Tammy Hinline



In a previous newsletter, I talked about my goal of being a rotisserie chicken. You'll want to read that first if you haven't (you can find on the homepage of benglasslaw.com under the September issue). Otherwise, you might be a bit confused.

But some of you may be wondering – okay, it's great to be a rotisserie chicken. But what if I need rotisserie chickens? What if I'm coming back to my office after vacation and all my employees have fled to Canada with the company pens? Well, there's a few important things (and values) that we have at BenGlassLaw that make it such an enjoyable coop to work in.

1. Employees should understand why you exist. If your team doesn't know why they come to work or what they contribute, it's difficult for them to own their positions and act in accordance with those company values. Everything I do during the day contributes towards our company mission – to build a great business where people can thrive and to help our clients tell their stories to skeptical insurance companies. That mission translates to every interaction I have with a client and every time I speak with respect to a coworker. I can analyze an action, ask myself if it aligns with our mission or core values, and say yes. If I don't know, it makes taking action harder.

2. Trust and empower your employees to make decisions in accordance with your vision. This is a big one. What if your employees know why they exist, know what to do, but don't have the authority or permission to do it? Do you really want them coming to you for every little thing that doesn't need your attention? "Can I say this to a client? Can I do that?" At BGL, we're given a lot of autonomy to take care of our client's needs. I don't need permission to send a client who's just had surgery a pair of comfy socks, or a mug and gift card to someone that really helped us out. That doesn't mean I'm running around the place lawyering when I should definitely not be lawyering. It's your job as an employer to make sure boundaries are known – and then let your people make decisions within them without blowing up your inbox.

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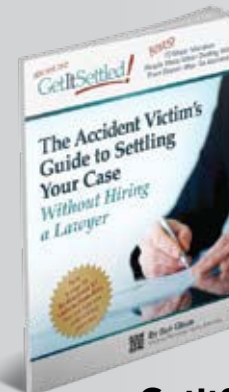
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BGL's Best Bites:

PIE CRUST COOKIES



By: Autumn Haag

I don't know about you, but on Thanksgiving, my family always seems to overbuy pie crust, or we have so many scraps that go to waste.

Pie crust cookies are an easy way to reduce your food waste, and they are also a great dessert for kids or the picky eaters in your family!

Ingredients:

- 1 unbaked pie crust or scraps (chilled)
- 1 large egg
- 1 tablespoon milk (for non-dairy, you can substitute water)
- Cinnamon sugar
- Parchment paper
- Cookie cutters (optional)



Directions:

1. Preheat oven to 350, line a sheet pan with parchment paper
2. Roll your dough until it is about 1/8" thick
3. Cut out your desired shapes with a knife or cookie cutters (the Dollar Store has really cute fall ones!) and place on parchment paper
4. Whisk together milk (or water) and egg. Brush on top of each cookie and sprinkle with cinnamon sugar
5. Bake 8-10 minutes or until golden brown

Alternatives:

- If you're looking for a savory flavor, swap out the cinnamon sugar and use garlic salt and Italian seasoning. It pairs great with a soup or salad in the days following Thanksgiving!
- Swap the cinnamon sugar out for some sea salt and black pepper, and pair with your favorite cream cheese and jam! ■

—continued from page 1

The Care and Feeding of Rotisserie Chickens

3. Acknowledge the work your employees do. Even the hardest working employee can get a little dejected when they feel like their effort goes unrecognized verbally and economically. Aside from paying someone their worth, a simple "good job" or a "thank you" goes a long way. My favorite thing at BGL is that we have a ton of five-star customer reviews posted around the office that mention our names. Sometimes I even give the wall of reviews in the kitchen a little hug at lunch time to remind myself that our clients appreciate what we do. (Please don't ask to see the security camera footage).

4. Hire good people and let them work. This one might take a little practice. Not every person is going to be right for the position they're put in and it can be hard to find those right people. But if you start out by making good hiring decisions in the beginning, you're going to get a lot more bang for your buck down the line. Any one of us here will tell you that the thing that initially attracted us to the position was the amazing and detailed job listing that felt like it spoke directly to us. The team over at GreatLegalMarketing.com has some excellent resources on how to hire good people and which questions to ask in your interview.

I get it – running a business is hard. And there's a lot more to it than just my input. But having a great culture where people can thrive and make decisions is essential. You might even get to take a (real) day off once in a while. ■

INSIDE THE MIND OF

LISA DERCO



Enjoying Fall

As much as I love summer, by October every year I am ready for the transition to fall. I enjoy the leaves changing, the chill in the air and all the fun fall activities. It is always a time when I reflect on the last year and begin to plan for the next.

Both of my sons have October birthdays and there aren't many things I love more than planning fun parties to celebrate them. We have had every kind of animal you can imagine come to our house - barnyard animal petting zoos, reptile meet and greets, and even a shark! Being surrounded by our dear friends and family to celebrate our boys is a wonderful way to start the season.

We also always try to get out to Great Country Farms for a visit. It is such a fun place for kids – lots of activities, apple, and pumpkin picking, and it is just beautiful. The best part is the brewery and winery across the street that you will have earned after a few hours there with the kids! Be sure to add it to your fall bucket list.

After a month of celebrating birthdays, Thanksgiving always seems to sneak up on me. It is also one of my favorite holidays because we try to keep it very low key. No one has to get dressed up in our house. We just cook and hang out. No matter how many people we have (or don't have) coming over to celebrate, my husband and I always go all out for the meal. My husband is typically the chef in our family, but I can make a mean Thanksgiving dinner. One of our staples is my mom's candied yams – email me for the recipe! I don't know about you, but life seems to be going by so quickly these days. Maybe it is my upcoming big birthday

that is currently looming over my head. It is difficult for me to slow down and take it all in, but over the next couple of months I am going to try to focus on being more present. I hope you are able to take some time to enjoy this time of year with the people you love the most! ■



LATELY

I was honored to be a part of the Jackson Walsh Foundation's annual "chari-tee" golf tournament this past month. The foundation seeks to raise awareness, resources, and funds for Sudden Unexplained Death in Childhood (SUDC) in honor of the founders' son, Jackson. To learn more or to get involved in this amazing nonprofit, visit TheJacksonWalshFoundation.org.



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



Lessons Learned



I will be 65 in February. My mailbox is filled with *everything you need to know about Medicare but were afraid to ask* direct mail. I am afraid to ask. Sounds like government-controlled healthcare to me and I don't like the stories I am hearing from friends that are just a little bit older. I guess at some point, I'll have to actually go read something just to make sure I don't get forced out of the healthcare that I have (but fortunately never need to use much). My view is that I'm good as long as I have my physical therapy and chiropractic team to keep me in one piece and luckily, they both take cash. Same for my massage therapist. Who needs doctors?

With some increasing frequency, people ask me, *when are you going to retire?*

My answer: *I don't plan to stop as long as I'm doing interesting work with people that I love to be around. Having said that, I do retire from people that I don't like and things that I don't want to do every day.*

But it's been a long journey. I'm sure I've learned more in the last 15 years that I did in my first 50. I'm hanging out with more people who play really big games and have really big lives.

HERE ARE SIX LESSONS THAT I HAVE EITHER LEARNED OR HIGHLY REFINED SINCE THE AGE OF 50:

YOU MUST PUT VALUE INTO THE WORLD FIRST, not the other way around. Value is not just your product or service. It's how you live your life and inspire others to live their lives in a way that creates real energy for the world. People must feel that engaging with you adds energy to their lives.

YOU CAN TRAIN YOUR MIND TO SEE THE POSITIVE. My gift and my curse are that I am a 15 on a scale of 1 to 10 in terms of positivity. I have trained my brain to default to arriving at the most abundant, creative, positive, productive thoughts about just about any situation that I'm involved in.

YOU ARE ALLOWED TO PRIORITIZE YOURSELF. Nothing good happens unless you are good. It's actually good for clients when you prioritize yourself but that's not the most philosophically sound reason for putting yourself first. The philosophical and moral reason for putting yourself first is simply that no one else owns your life. I wasn't very good until my later years.

YOU MUST BE OPEN TO NEW IDEAS AND PERIODICALLY QUESTION EVERYTHING YOU THINK IS TRUE. Properly understood, learning is about your brain perceiving events, sorting them into patterns, and

reminding you of which patterned response worked out the best the last time. That's actually pretty good biology for surviving. It's not the best for creating an extraordinary life or an extraordinary business. Your amygdala will always be sending out a hey, we haven't been here before, perhaps danger could be lurking message. You have to train your thinking to say okay amygdala, I hear you, but I would like to hear this new idea. Turn off the automatic rejection light.

LEARN TO SYSTEMATIZE THE PREDICTABLE. For almost every occupation or job beyond an entry level job, your true value is likely not in doing the mundane, everyday tasks. Your value is at the edges. Thinking strategically. If you are a business owner, I guarantee you that the more you build a team and systems that can do the mundane, the more fun you are going to have running your business.

PAY FOR SPEED. Dan Sullivan's book, **Who Not How**, is excellent on this. While it is fun and interesting to learn the insides of your CRM or how to design your website, you will be much better off and much happier if when you have an idea you have a human being who is excellent at executing on the idea. This should be point-and-shoot for you. This is a subset of systematizing the predictable. ■

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. If you are a lawyer, check out GreatLegalMarketing.com

SMALL BUSINESS TIP OF THE MONTH

DON'T LET THE STATE OF THE “LABOR MARKET” STOP YOU FROM BUILDING A SUPERSTAR TEAM

- Use the overwhelming majority of your money available for wages to attract exceptional talent for your most important jobs and to reward truly exceptional performance. Great people want to work with others who have an effective team. Your job is to assemble a superstar team with great chemistry.
- Train people to your standards. No matter how experienced they are, you have to train them to your standards. A challenge with hiring tenured staff is that they have been trained by regular business owners that have regular (or worse) businesses. You are building something extraordinary.
- Ruthlessly hire to your core values. Of course, this means you must have core values and know exactly what they mean to you. This is your business and the primary reason we are in business is to create your own happiness.
- I don't have the space to reprint it here, but I have a good **BenGlassLaw culture onboarding document** that sits on every employee's desk and is a curriculum for my initial meeting with them. Email me directly with "culture onboarding document" in the subject line. (ben@benglasslaw.com).
- Final tip on building a great team: Fire fast.

Are you a small business owner that struggles? I can help you. Check out my **LunchWithBen.com** program. It's built for you. ■



LATELY

Way to Go Leah! Leah Glass is on the next leg of her entrepreneurial journey as the lead groomer and assistant manager at Paws and Spas, in Centreville. This is a startup salon run by true entrepreneurs. Check them out!



Hadley Hunt (left) and Kora Kurtz (right) discuss whose baptismal outfit was prettier. Little did they know that they each wore the same gown that Glass babies have worn for decades!



Ben and Sandi Glass with their 7 grandchildren! All smiles and wiggles!



CHECK OUT MY NEW PODCAST

You can find the Renegade Lawyer Podcast wherever you choose to listen to your favorite podcasts. While designed primarily for solo and small firm lawyers, you'll hear a lot of "philosophy of life and business" and ideas from Ben.

INSIDE THE MIND OF

BRIAN GLASS



THE VALUE OF DOING HARD THINGS

Once a year, I like to have an athletic event on my calendar that I have a realistic chance of not completing. This year, I chose a series of Spartan races. If you're not familiar, these are muddy obstacle courses that are usually in tough terrain like swamps or on the side of a mountain.

In October, I ran the New Jersey Spartan Beast – a 14+ mile, 30 obstacle treks with 4,500 feet of elevation change as we made our way up and down the side of a ski slope. To make it more interesting, it poured rain the night before.

My team and I traversed monkey bars, rings, 8-foot walls, and waist deep mud. We carried heavy stuff – a 100 lb. Atlas Stone, an 80 lb. sandbag, and a 60 lb. bucket of rock. We finished in just under 5 hours. Seems like a long time for 14 miles, doesn't it? This time placed me in the top 25% of my age group.

Why do I do something hard once a year? I think humans have grown too soft. You can live your entire life in a 72-degree climate-controlled home, with a comfortable bed, and any food you want just an Uber Eats click away. And for most of the year, this is how I live.

But every once in a while, it's good to be reminded of what you can accomplish. The feeling of being 7-miles from your car, unable to simply quit, and



Every once in a while, it's good to be reminded of what you can accomplish.

being pushed along. I think this is exhilarating. The relief you get after wanting to quit and then making your way to the top of a 25-foot climbing obstacle and peering over the side of the mountain down into the valley.

Then when we finished, we went back to being soft. We gorged on carbs at a dinner and drank beers in the hot tub of our Airbnb.

But we focused our minds and our conversation on times in our lives when we wanted to quit and didn't. The team told stories about Air Force Special Forces training and a 60-hour (60 hour!!!) endurance event in Iceland.

It is good to do hard things by choice. It makes you

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The Value of Doing Hard Things

stronger for when you have to do the hard stuff that life doesn't let you choose.

BY THE WAY

If you own a business, it's worth studying how Spartan Race keeps customers coming back. I ran a Tough Mudder years ago. When I finished, I thought "OK, check that off the list," because all of Tough Mudder's races were basically the same. After all, there are only so many obstacles you can invent.

Spartan didn't think about changing the obstacles (90% are the same everywhere), they thought about game-ifying the experience. Spartan now offers three main distances. At the finish line, you get a medal for finishing your distance, but also a third of a medal for something they call the Trifecta. Why? Because they want you to come back and finish the other two distances to complete the circuit.

Get through with that? What about earning a LARGER medal for finishing two Trifectas? (Or 25, as a woman I met was working in that year through \$999 the "All You Can Race" pass).

Going to spend your whole year doing multiple races? You'll probably want to buy the monthly subscription that Spartan sells to its VIP tent.



Interested in the next level? Spartan offers the Agoge (a 60+ hour endurance event) and the Death Race (4 days or so with only a handful of finishers each year).

What an amazing example of taking one product and adding just enough twists to create a tribe of followers. ■

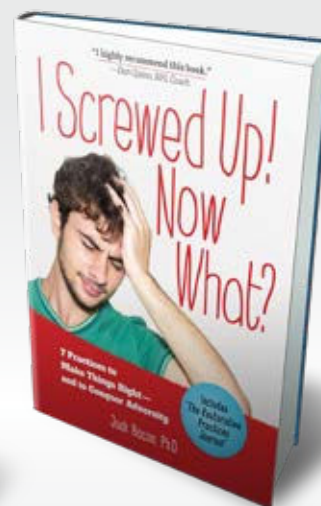
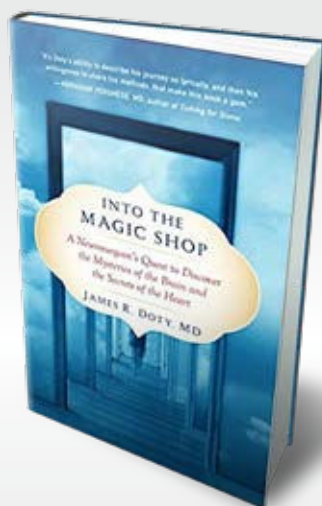
WHAT AM I READING?

Into the Magic Shop

Jim Doty, MD

I Screwed Up, Now What?

Josh Bacon, PhD



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Self-Care Reminders For The Holidays



By: Autumn Haag

The holidays are coming up and they can be a stressful time of the year. For my husband and I, we used to dread this time of year because we anticipated how crazy it is. We both have families that are split and remarried or that live out of so there's a lot of different people to visit in a short window of time. Last year, we visited 12 different houses in the span of four weekends. Needless to say, we got burnt out fast.

This holiday season, we are focusing on taking time for ourselves and how we can optimize time with our loved ones. Here are four things we're focusing on that could be helpful for others that struggle with this too:

- 1** Make time for yourself. Traveling and being around people all the time is exhausting. Giving yourself 1-2 days back at home to decompress helps so much. When you're traveling, give yourself at least an hour of alone time to breathe and process the day.
- 2** See if some of your family would rather come to you instead of you traveling to them. This year we will travel to our families, and next year the family that can, will come to us.
- 3** Remind yourself that it is okay to say no. I always feel like I have to say yes to everything my family wants to do around the holiday season. If you are tired and burnt out, it is okay to say no.
- 4** Finally, you do not have to visit everyone. Spread out the visits, and take time planning them, so that you're not rushing and can experience true quality time.

Watch out for yourself this holiday season, and Happy Holidays! ■

