

# Happy Holidays from our team to you!



A Monthly Publication of BENGlassLaw

This newsletter is for informational purposes only and no legal advice is intended.

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## BGL's Best Bites:

# WHITE CHOCOLATE POPCORN

*This super easy holiday snack will have everyone, young and old, coming back for more.*

### Ingredients:

- 2 bags butter popcorn, microwaved
- 1 1/2 cups white chocolate chips
- Christmas sprinkles
- Parchment paper

### Instructions:

1. Follow instructions on popcorn bag to pop kernels in microwave. Spread popcorn out on a layer of parchment paper.
2. While popcorn cools, melt a bag of white chocolate chips in a microwave safe bowl (30 second increments) until completely melted
3. Using a fork, drizzle melted white chocolate over popcorn. Immediately follow by sprinkling with your favorite Christmas sprinkles.
4. Let cool for an hour so the chocolate can harden. Break up and serve.

# HOLIDAY COCKTAIL

*This ones for the adults to enjoy this holiday season. Combine all ingredients into a glass and enjoy!*

### Ingredients:

- Ice
- 1 shot vodka
- 2 parts cranberry juice
- 2 parts champagne
- Splash of lime juice
- Fresh rosemary for garnish (optional) ■

## Some of Our 2022 Highlights

- Brian won the largest verdict of his career on behalf of his client who was injured in a head-on collision with a drunk driver. After listening to two days of evidence in April, the jury awarded \$3,240,000 in compensatory damages and \$1,000,000 in punitive damages.
- Three of our ladies got married, and one engaged
- We welcomed three new team members
- Damon, our newest attorney on the disability team, graduated and passed the Bar exam
- We expanded with a new office in Lynchburg
- We found our most competitive team members after a Pickle Ball outing
- Started a BGL book club and have read six books together
- We streamed the (local) Johnny Depp trial in our training room with the team
- Crushed our team goal of getting 225 Google Reviews (we're currently at 266!)
- New podcasts launched by Ben (Renegade Lawyer) and Brian (Time Freedom for Lawyers)
- Launched an internal program to ensure that our team members are thriving (in and outside of work)
- Continued to empower and equip the sick and injured to make great decisions about their insurance claims with the support of an amazing team that truly cares for our clients ■

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## Elf on the Shelf Ideas

*The Dercos go all out for Christmas – multiple trees, decorations in every room, Christmas music playing 24/7, and our annual gingerbread house decorating party with a visit from Santa and Mrs. Claus.*

I just love the magic of it all, especially with two young boys. We have many annual traditions, but one of my favorites is when our two buddies from the North Pole come to visit. I'm not talking about reindeer or snowmen, but rather magical elves – you know, Elf on the Shelf. Clark and Eddie (bonus points if you know where their names came from) come to our house every year on Thanksgiving night and then return with Santa on Christmas Eve, except for one year where mom and dad were conned into having them stay through New Year's. The boys' excitement is contagious, and it is always fun to wake up and see what trouble our friends from up north have gotten themselves into.

Since many readers have kids, I thought it would be fun to list some of our favorite Elf on the Shelf ideas. As you can see, Clark and Eddie can be pretty mischievous! They are clever and are always up for sharing their ideas with the other elves out there.

Some of their best stunts include:

- Arriving by bringing a big box of Christmas books
- Writing notes in toothpaste on the mirror
- Zip lining across the living room into the Christmas tree
- Going down the stairs in a roll of toilet paper
- Bringing an elf toilet seat cover for the boys' bathroom
- Nerf gun battles
- Fishing for goldfish in the sink
- Walkie Talkies across the house
- Leaving baking supplies and making snow angels in the flour

Our all-time favorite, though, is when the Elves squeeze themselves into mason jars (allowing the kids to carry them around) and we drive around the neighborhood looking at Christmas lights while having hot chocolate.

I hope this list may make life a little easier for your elves this year.

**Merry Christmas!** ■



### 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.



## WHAT WOULD BEN SAY

*I recently heard that they will finally be getting around to tearing down RFK Stadium. They will be selling off seats and turnstiles if you are interested!*

I have many, many fond memories of times with my dad at RFK. He took me to my first professional soccer game there in 1967 (Washington Whips — I have the newspaper clippings and I remember exactly where we sat. Funny, the things we remember). For many years, we did not miss a single soccer game played in DC. We even took mom there for Mother's Day! We saw the MLB All-Star game in 1969, thanks to our next-door neighbor, Red Norwood, a good friend, and longtime baseball coach in the area. I can remember "bat day" with the Washington Senators - they gave out real, full-size bats! Can you imagine that happening today?

I even played in a few "halftime" soccer games there over the years, a few regular games with the Annandale Cavaliers, and once was the assistant referee in a game that was a warmup to a professional game (I was so nervous. Everything felt different inside the large stadium).

Dad paid for those early games but when the World Cup came to the United States in the summer of 1994, I was working, so I bought the tickets for the four games that were held at RFK. Of all the games we attended together over the years, for me, nothing matched the World Cup experience.

Do you think Sandi will let me get some of those RFK seats and put them around the pool?

### PODCASTS TO LISTEN TO

Both Brian and I have launched podcasts that you should listen to. Even though they are designed for lawyers, they are about life. Brian's is "Time Freedom for Lawyers", and mine is "Renegade Lawyer." And yes, please give them a good review on your favorite podcast platform!

### DO YOU HAVE KIDS IN SPORTS?

Here is a recent post in the *Youth Soccer Parent Life* Facebook Group. It's a pretty good group if you have kids that play travel soccer. The author, Thomas Dooley, is a

former professional soccer player. It's worth a read and to share with your kiddos.



### Anything Is Possible!

I was 19 years old when I played in the lowest league in the world! The 11th Division in Germany.

I met a person who asked me if I am happy with my life. He wanted to meet me in his office. I went, and my life changed severely. I went from the bottom of the football pyramid up to the top. I was winning the 3rd, 2nd, and the Bundesliga Championship, the German DFB Cup, the German Super Cup, and UEFA Cup; I played 2 World Cups, got a star from the USSF in front of the LA Galaxy stadium, and in 2010 I got inducted into the Soccer Hall of Fame.

How is that possible? WHAT HAPPENED?

If you change the way you think, you will change the way you train, and you will change the way you play.

My favorite training session was not on the field, it was off the field.

It wasn't techniques training with a ball, it was without the ball.

It wasn't tactic training on the field or the board in the locker room, and it wasn't fitness training, running like crazy on the field or in the forest. It was at home in my room.

It was, working on the mental part of the game. The mentality!

Soccer is based on 4 fundamental pillars. Technique, Tactic, Fitness, and the Mental. The mental part is by more than 90% not covered. It is a must if you want to be better than your teammates. ■

# 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)*

## SMALL BUSINESS TIP OF THE MONTH

# MY OTHER LIFE



*Great Legal Marketing is "The Right Place" for entrepreneurial lawyers who are making a "ding" in the world.*



*I did a session on "What Hero's Know." If you run a small business, you are a hero. Heroes are different and I explained why.*



*Brian joining me on the stage to teach how law firms they can create a workplace where good employees will never want to leave was the highlight of the weekend for me.*

**In addition to being a lawyer, I run a company, Great Legal Marketing, that helps lawyers learn to run their law firms like a real business.** This is a skill not taught in law school. Sadly, the legal profession produces many very good, but even more very sad and depressed, lawyers. Most of that feeling comes, we believe, because lawyers lack business skills. We fix that and show lawyers how to build a great life through their business.

**Each year, we hold a "Summit" event where we bring in hundreds of entrepreneurial minded lawyers for two days of masterminding, followed by two days of talks, workshops and discussions.** This year, Brian joined me on stage to talk about something that we feel we do very well at the law firm: building a company where people will thrive. (If you run a small business in Virginia and want to discuss that, schedule a lunch with me at [LunchWithBen.com](http://LunchWithBen.com).) ■

INSIDE THE MIND OF

BRIAN GLASS



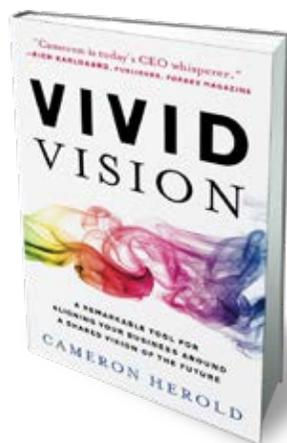
# The Books That Had the Greatest Impact On My Thinking in 2022

I set a goal at the beginning of the year to read 25 books. This was ambitious for me because I consider myself to be a slow reader. If I'm not on a beach binge-reading, it sometimes takes me a month to get through even a modest book. I'm busy and I get distracted. Two qualities that make for slow reading.

So, I re-wrote my goal a few weeks into the year to allow for "reading" a book by listening to it on Audible. I also gave myself permission to put down and not finish books that I didn't like or didn't understand after a chapter or two.

And then something strange happened... as a result of these permissions I'd given myself, I stopped mentally beating myself up about being a slow reader and somehow, I managed to read more books in a year than I ever have. I've finished probably 30-35 books as of this writing in mid-November. And the majority of them have been "real" books and not audiobooks.

If you're looking for something to read, here are a few of the books that had a great impact on me this year.

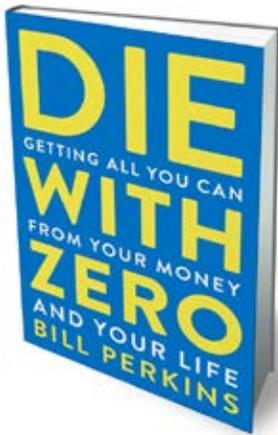


**GOAL-SETTING** - *Vivid Vision* by Cameron Herald. This book was recommended to me by a member of one of my accountability groups. And I'll admit that I didn't get it and didn't like it at first. I read the book about halfway through and abandoned it. Until I listened to an episode of the Bigger Pockets Real Estate podcast with the author. At the end of that podcast, the host of Bigger Pockets reads his own *Vivid Vision*. I was blown away. The idea is to craft a long, narrative vision of what you want your life to look like. This isn't a bullet point list of goals and bucket list adventures (though it may start there). The narrative is about what it feels like to achieve everything you wanted in life. Importantly, no space in the narrative is given to "how" you're going to achieve the goals. When the narrative is complete, you should share it with everyone you know. Employees, co-workers, vendors, friends, family. Your vision should inspire them and - done right - they will help you with the "how" of getting to your vision because at our core, people want to help each other succeed.

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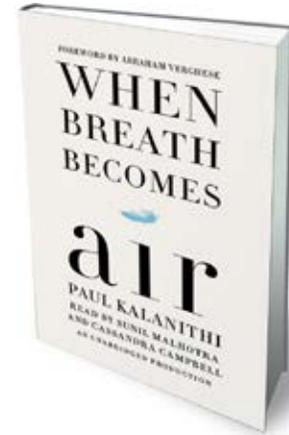
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### MY RELATIONSHIP WITH MONEY -

**DIE WITH ZERO** - *Die with Zero* by Bill Perkins. Do you know the average age of someone who receives an inheritance in America? It's 55. So many of us have been raised to save and save and save so that we can pass something along to our kids. But most of those "kids" are well past middle age and well past the time

where the money would have been the most beneficial to them. Perkins offers the idea that we should have a "money bank" and a "memory bank". The memory bank is filled with memories of times that we spent our money with people we loved. Both the money bank and the memory bank continue to pay dividends as we invest in them. Perkins is not an advocate for blowing all of your money on stupid stuff, but for investing it wisely in events, adventures, and experiences. What is the point of building massive wealth if you never enjoy it?



### MY RELATIONSHIP WITH TIME -

**WHEN BREATH BECOMES AIR** - *When Breath Becomes Air* by Paul Kalanithi. Posthumously published, this is the powerful autobiography of a 36-year-old neurosurgeon's bout with stage IV lung cancer. It is brilliantly written, and I won't do it justice here. Other than "Across the Rainbow Bridge," which we read to our kids in April of this year, it is the only book in recent memory that has moved to tears. Go buy it. ■



**By the way, did you know that I've started a podcast?** Podcasts have been an incredible source of learning for me, and I spend almost every car ride listening to something. This past year, I've had the good fortune to have some brilliant people come into my life and I'm using my podcast as a way to interview and get to know them better and also to share them with you.

We talk about business, raising kids, investing, adventure, and how to create more time freedom in your life. "Time Freedom" is the time spent doing what you want, with who you want, for as long as you want. Whether you're a lawyer or not, I think you'll enjoy it if you have the goal of getting more out of life.

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# Small Businesses We LOVE



**Maybe you forgot to get a gift for that one friend or family member, or you're looking for a way to thank your clients for another year of business in 2023.**

No matter what the occasion, we're sharing a small business with you that we've enjoyed working with for gifting some of our closest friends this quarter.

**Sawyer & Co Creative Designs** is a small business out of Suffolk, Virginia, that is Firefighter and Veteran owned. They work with you to create customized wooden gifts that are very high quality and unique. We recently ordered customized charcuterie boards and cheese knives with our logos engraved on them and we couldn't be happier with the finished product.



*P.S. If you're looking for a last-minute Christmas gift, they have gift cards available on their website!*

To see their designs and products, find them on Instagram at [@sawyerandcodesigns](https://www.instagram.com/sawyerandcodesigns) or visit their website at [sawyerandco.store](http://sawyerandco.store) ■