

LIVELIFEBIG™

NEWSLETTER

June 2022 • Volume 22 • Number 6



A Monthly Publication of BENGGLASSLAW

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

Good News Stories



By Lauren Cashon



Some recent feel-good stories of the world.

In this issue...

- Page 1 Good News Stories
- Page 2 Wedding Planning Tips
- Page 3 Lessons from the College Application Process
- Page 4 Inside the Mind of Ben Glass
- Page 6 Inside the Mind of Brian Glass
- Page 8 Celebrations in Order

A Reunion, Thanks to the Internet

Twenty-three years ago, **two young sisters** were on an American-bound airplane after fleeing the former Yugoslavia, due to the war. On the flight, they were passed an envelope from an American passenger and inside was a sweet note that wished them well, a pair of earrings, and a \$100 bill, all signed from a woman named "Tracy".

The now-thriving sisters recently wrote about the story on social media in hopes of finding Tracy. The post went viral and was eventually seen by Tracy's daughter who got her mother, now 70, and the sisters reconnected. Over their Zoom call, one of the sisters told Tracy the impact her kindness had on them all those years ago – and that the \$100 lasted them the entire summer living off pancake mix.

Returned Treasure

A **teenage boy** in England who enjoys treasure hunting in rivers by using a heavy-duty magnet (what a hobby) recently found a safe at the bottom of a river in his hometown. After using a crowbar to open it, the teen and his dad found a handful of personal items inside, including credit cards and AUD2,500 cash (equivalent to \$1,800 US).

The name on the bank cards led the teen to a local man who received a very nice surprise. The teenager happily returned all the money and contents inside of the found safe to the man, who told him that it was stolen from his business 22-years ago. PS, there's a YouTube video of the discovery.

Strangers Springing into Action

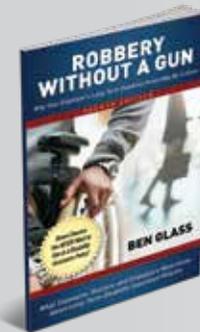
On the commute home from work last month, a **woman** was stopped at a light when she noticed her coworker unconscious and slumped over her car's steering wheel, while slowly rolling into the intersection towards oncoming traffic. She quickly sprang into action, jumping out of her own car to chase after her coworker's vehicle to warn oncoming traffic and to alert others to help.

In less than a minute, seven strangers got out of their vehicles to help the car come to a safe stop out of the intersection. They broke a window to reach the woman who was having a medical episode. Medics quickly arrived thereafter, and the woman was safely treated at the hospital. All eight people were awarded for their life-saving actions during a local police press conference. ■



BENGGLASSLAW
is a Proud Sponsor
of Halo Fitness

FREE BOOK REVEALS THE TRUTH ABOUT YOUR LONG-TERM DISABILITY INSURANCE CLAIM



Employer-provided disability insurance typically falls under the Employee Retirement Income Security Act of 1974 (also known as ERISA).

ERISA disability insurance companies are notorious for denying claims hoping the claimant won't hire an attorney to help with their denial. Claimants who try to appeal their claim find themselves against a wall, trying to prove that they are disabled while the insurance company waits for them to "give up" and accept the claim denial.

Go to [RobberyWithoutAGun.com](https://www.RobberyWithoutAGun.com) to get your free download now or call (703) 991-2870 to have a copy sent to you.

Wedding

Planning Tips



If you or someone you know is planning their upcoming nuptials, enjoy these tips that we have learned along our wedding-planning journeys.



Three lucky brides: Mary, Autumn & Lauren

From Mary

Vendors If you're looking for local recommendations, try searching for Facebook wedding groups in your area. For those in NOVA, "Northern Virginia Wedding Resale and Resource Group" is a great place to start. You can post questions and get personalized advice from other members of the group on local vendors they've worked with.

Engagement Pictures These are a great way to have memorable fun with your fiancé. Many wedding photographers will even offer free engagement shoots on social media. Why? They grow their portfolio and it's a chance for them to impress you enough to shoot at your wedding. And you get beautiful pictures to last a lifetime!

Wedding Website I can't imagine having organized any of this without my wedding website. I've found theknot.com to be extremely well organized and user-friendly. I recommend including

a "bridal party bio" tab on your website. It's a cute and personal way to recognize the special people involved in your big day by sharing a picture and lighthearted blurb about them.

From Autumn

Wedding Website I agree with Mary's recommendation of theknot.com. You can also search for vendors, design print material, plan your budget, and more. They sell a planning binder that Mary convinced me to buy, and it's been a lifesaver with everything you need for planning.

StillWhite Wedding dresses are expensive. If you're comfortable buying secondhand, I suggest using StillWhite.com. This is an online global marketplace where brides can sell their preowned dresses at a discounted price. They have every designer you can imagine!

Wedding Cake Anything labeled "wedding" has an expensive price

tag. I found a bride that noticed Sam's Club's birthday cakes are the same size as wedding cakes. She requested white icing (rather than the colorful birthday cake styles) and a few decorations. She got her 3-tier wedding cake (labeled as a birthday cake) for \$40!

From Lauren

RSVPs I'm ditching the traditional mail-in RSVP card and replacing it with a QR code in our invitations instead. The code will take our guests straight to an RSVP page on our wedding website where they can RSVP in a matter of seconds.

Printing If you're a COSTCO member (or know of someone one who is and will let you use their membership number), use their online printing services for all print material. I ordered 125 high-quality save-the-date cards with fully addressed envelopes for only \$85! ■



SMALL BUSINESS READING FOR THE SUMMER

Have a look at some marketing and advertising classics. Here's a starting list of some of the great books on advertising and marketing that are in my own library:

- *Mail Order Mysteries, Real Stuff from Old Comic Books Ads*, Kirk Demarais.
- *How to Drive Your Competition Crazy*, Guy Kawasaki
- *Breakthrough Advertising*, Eugene Schwartz
- *Copy Logic!* Masterson & Palmer
- *The Wizard of Ads, Turning Words into Magic and Dreamers into Millionaires*, Roy Williams
- *The Advertising Solution, Influence Prospects, Multiply Sales and Promote Your Brand*, Simpson and Kurtz
- *Billion Dollar Marketing*, Maxwell Sackheim
- *How to Get Rich in Mail Order*, Melvin Powers.

Books I've Listened to or Read in the Last Thirty Days

- *The Lifestyle Investor*, Justin Donald
- *The Tattooist of Auschwitz*, Heather Morris
- *Defining Moments in a Referee's Life*, Toros Kibritjian
- *The Obesity Code*, Jason Fung
- *The Complete Guide to Fasting*, Jason Fung
- *Breaking the Age Code*, Becca Levy
- *Never Split the Difference*, Chris Voss
- *Killing Sacred Cows*, Garrett Gunderson ■

Notes I've Made to Myself in My Journal in the Last 30 Days

- » Liberate your employees to control their own lives
- » Disruptive ideas have few competitors
- » Want to make more money? Develop rare and valuable skills.
- » Dedicate time to brainstorming and exposing yourself to new ideas
- » When you get a new big idea, don't try to figure out how to get it done. Figure out what DONE looks like and then go find the person who can get it done for you.
- » People trust people who have a plan. (Chris Voss, *Never Split the Difference*)
- » You may continue to ignore the media. Inflation's up. Prices are up. Political rhetoric is up. Tell me a country where there is more opportunity to build the life you want than here in the United States. Go ahead. I'm waiting. ■

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

Letter to Graduates

June is graduation month. Whether you are going directly into the working world, the military, or are continuing your education, here are some thoughts to carry with you:

- 1 Never be intimidated by someone else who seems smarter than you are.** Some will be. But everyone is the smartest about something. Your job is to take your own gifts and talents and make them better. Your own. Not someone else's.
- 2 Seek opportunities that will allow you to master rare and difficult skills.** Sometimes this means doing hard stuff.
- 3 Hang out with people who represent your future.** Yes, shedding some of your old friends is normal. Sometimes hard, but perfectly normal.
- 4 Your education has not ended.** Don't be that person who never picks up a book again. If books aren't exactly your thing, listen on Audible. It's great.
- 5 Smile. A lot.** Even when you don't feel like it.
- 6 Use LunchWithBen.com to schedule a lunch with me.** I'd love to chat with you. If you are a student or a young professional, the lunch is free. (If you aren't, you are buying the salad!) ■

A SMILE for the Win!

Wow. I went out of town for a wedding in April. Travel is back full on! Airplanes are jam packed and security lines seem long. One of the hotels we stayed was a big brand running at about a C+ level of service. I can see how people get pissed off while travelling. There's a lot not to smile about.

That's why good people need to be intentional about smiling. You see, with every incident that could be a downer, we have a CHOICE as to how we are going to respond. We have a decision to make as to whether we are going to be a leader that lifts people around us.

TSA lines long? Smile.

Hotel a bit understaffed? Smile.

People in line around you grumpy? Smile.

Long ago I made the decision to live life from the happy, not pissed off, side.

Smile and engage with people that you don't know in conversation. Make their day. Listen more than you talk. Be curious about their lives. I promise you that the shot of endorphin and adrenaline that you get when you see another person's day lifted because of your simple interaction, it will lift YOU up.

Use your smile as a *weapon of mass spirit-lifting!* ■



INSIDE THE MIND OF

BRIAN GLASS



What I Learned from a Miami Weekend with 120 Millionaires



The first time that I heard the expression “you are the average of the five people you spend the most time with” I decided to stop hanging out with so many lawyers. After all, what is your impression of most lawyers? Greedy? Angry? Always arguing? Always think they’re right?

Who would want to hang out with people like that? Much less become the average of five of them.

I deliberately seek out ways to hang out with successful non-lawyers. I had the opportunity to go to Miami in April with a mastermind group called Gobundance that I joined in 2021. The group focuses attention on growth in six areas of our lives: age defying health, authentic relationships, horizontal income, extreme accountability, bucket list adventures, and genuine contribution.

My staff is convinced that when I go away to these “man weekends” (as they call them), I’m on vacation. Far from it. This weekend I was up at dawn doing an intense workout with Joe DeSena (founder of the Spartan Race); working late at night on building great teams at work with Ryan Serhant (Million Dollar Listing) and Jeff Hoffman (Priceline); being interviewed for the **Dreamcatchers** and **University of Adversity** podcasts; and connecting with entrepreneurs from across the country about how to be more present with our families when we aren’t at work.

The weekend was inspiring and humbling. The CEO of the organization summed up the weekend like this: There is so much light in this room. So much energy and so much potential. Our jobs [as members] is to take that light back to our communities and be the light for others in our lives.”

—continued on next page



Each quarter, lawyers from around the country gather in the BenGlassLaw training center for a mastermind and coaching event.

Here, Charley Mann, Brian Glass, and Lisa Derco lead a discussion of improvements made in the last year at BenGlassLaw in order to better serve our clients.

—continued from previous page

What I Learned from a Miami Weekend with 120 Millionaires



So, here's my effort to let the light out:

- **"There is no they. You are 'they'."** Most people see something bad happen and say 'they' should fix it.
 - **"Change your frame of reference."** 2,000 years ago, we had a high tolerance for pain and low expectations. As long as the sun came up and a mammoth didn't kill us, it was a good day. Today, if the wi-fi is slow at the office, we're pissed off. Nothing changed except our frame of reference. We need to intentionally seek out hard times because truly hard things are rare today.
 - **"Your success is someone else's miracle."** Everyone has someone in their life who looks at them and is in awe of their success. Even you! It's easy to play small when you look around
- at how much everyone else has, but you must remember that someone out there is looking at you with envy and awe.
 - "Fear, doubt, and uncertainty are not the problem. They are side effects of change." This came from success coach Jason Drees. Being in a room of (authentic) highly successful people, you quickly realize that everyone has (or had) some level of imposter syndrome – the feeling that you don't belong. Typically, that's because our fear, doubt, and uncertainty has crept in. But those things don't bother people who aren't changing and growing. Fear, doubt, and uncertainty mean that you are growing! Embrace it!

BTW – Does this group sound interesting to you? If so, send me an email at brian@benglasslaw.com. ■

3998 Fair Ridge Drive Suite 250
Fairfax, VA 22033
tel 703.991.2870 fax 703.783.0686
www.BenGlassLaw.com

To be removed from our mailing list, email
info@benglasslaw.com or call 800.224.1482

Inside This Issue...

- » Good News Stories
- » Wedding Planning Tips
- » Lessons from the College Application Process
- » Inside the Mind of Ben Glass
- » Inside the Mind of Brian Glass
- » Celebrations in Order
- » And more...



What are the benefits of our VIP Program? Visit BenGlassLawVIP.com to find out!



Celebrations in Order

In a recent newsletter, we told of our team's quarter one goal - to hit 225 Google reviews by March 31. We had set this goal at the end of January when our BenGlassLaw Google Listing had just hit 190 reviews. Receiving an additional 35 five-star reviews in just a matter of weeks was a steep goal, but there's no surprise that our team went above and beyond to hit that goal, even before the deadline.

It's one thing that our team hustled to request reviews from clients that they were speaking to, but it's another that our clients were quick to take the time out to leave their experience with BGL. It's very rewarding that our people truly feel how much our team works and cares for them during hard times in their lives.

We celebrated our big 225+ review count with a bonus and a happy hour. We also added a fun contest to the mix - every time an employee's name was mentioned in a review, they would be added to a jar. We drew out of the jar at the celebratory happy hour and *drumroll please* Mary, our disability claims manager, won some well-deserved additional goodies. ■

