GLASSGAZETTE

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Issue 11

A monthly publication of lighthearted stories and information from your friends at BenGlassLaw, a leading personal injury and disability firm

Three Things Ted Lasso Gets Right About Life



By:
Lauren Hill
Marketing Director

My husband and I just finished the newest season of Ted Lasso last night and I'm already sad that I don't have a new episode to look forward to next week. If you haven't seen Ted Lasso, it's on Apple TV and every episode feels like a hug (highly recommend if you're looking for a lighthearted, happy show this Fall).

There's a reason it's become such a beloved television show. Beneath the soccer games, mustaches, and biscuits is a surprisingly good guide to being a decent human being. And with Thanksgiving around the corner, a few of Ted's lessons feel especially worth remembering.

1. Be curious, not judgmental.

It's one of the show's most memorable lessons, and it's easier said than done. We make assumptions about people all the time: the rude stranger, the difficult coworker, the neighbor who never waves back. But we rarely know the whole story. A little curiosity can replace criticism with understanding. Before deciding what someone is like, try learning a little more about them.

2. Believe in people—even when they don't believe in themselves.

The famous BELIEVE sign in Ted's locker room isn't really about winning soccer games. It's about seeing potential in people before they see it in themselves. Sometimes, a few encouraging words can give someone the confidence to try again, take a risk, or get through a difficult day. You never know how much your belief in someone might matter.

3. Kindness is a strength, not a weakness.

Ted doesn't always get things right, but he consistently tries to treat people with compassion. He shows that you can be competitive without being cruel, disagree without being disrespectful, and hold someone accountable without humiliating them. Kindness doesn't mean letting everything slide. It means remembering that the person across from you deserves dignity, even when things get difficult.

As we head into the holiday season, perhaps we could all use a little more Ted Lasso in our lives. Be curious. Encourage someone. Give people a little grace.

Sometimes, the smallest acts of kindness are the ones people remember longest. ■

BEN GLASS LAW
PERSONAL INJURY | DISABILITY

Upcoming Holidays

- *November 11: Veterans Day*
- *November 13: World Kindness Day*
- *November 17: National Hiking Day*
- *November 26: Thanksgiving Day*
- *November 27: Black Friday*

Out in the Wild



Nothing beats a weekend adventure. *Tammy had a wonderful time participating in Flea Market Day!*

Did You Know?

A wild turkey can run up to 25 mph, *which means it can easily outrun anyone heading toward it with Thanksgiving dinner plans in mind.*

Theo of Golden

By: Allen Levi



A story of a mysterious, elderly man who arrives in a small Georgia town and quietly transforms the lives of its residents by purchasing and gifting them their personal pencil portraits. *Through these simple, intentional acts of generosity, he fosters profound human connection and helps the community heal from hidden griefs.*

FRESH *from the* FIRM

CURRENT EVENTS & STORIES OF THOSE WE'VE HELPED



Good news, great conversations, team wins, and plenty of energy, that's what Brain Boost is all about! Each month, our entire firm comes together to celebrate successes, share updates, and strengthen the teamwork that helps us deliver our best every day.



We recently hosted Headshot Day at the firm, and the results were fantastic! A special shoutout to Andre Mags for his talent behind the lens and for making the experience fun, comfortable, and memorable while capturing our team at their very best. To learn more about Andre's work, visit andremagsphotography.com

Our Personal Injury Team achieved a $400K settlement for a 79-year-old client injured while crossing with the walk signal.

She suffered a broken arm requiring surgery, a fractured ankle, and a concussion, with lasting challenges that continue to affect her daily life. We are proud to have helped secure a result that recognizes both her losses and her ongoing recovery.

AS A REMINDER

Our business is built on referrals. If you or someone you know can relate to the stories above or need help after being injured in an accident or whose long-term disability or life insurance claim has been denied, we'd love the opportunity to use our years of experience and client-focused approach to help them.

Inside the Mind of ERYN SCOTT



Personal Injury Attorney, Client Advocate, Creative Crafter & Animal Lover

My Whirlwind Trip to Europe

As my twenties wind down, a few friends and I decided to celebrate by taking a trip across the pond to spend some time in Europe. We traveled through Berlin, Munich, and Amsterdam, and managed to pack a lot into the trip!

We started with two days in **Berlin**, where we visited the Berlin Wall and the Sachsenhausen concentration camp memorial. Both were incredibly meaningful experiences and offered a firsthand look at history I had previously only learned about in books.

From Berlin, we headed to **Munich** for three days and, most importantly, Oktoberfest! Between the enormous beer tents, traditional Bavarian clothing, music, food, and carnival rides, we definitely made the most of our three days there.

We finished in **Amsterdam**, where we visited the Anne Frank House and Van Gogh Museum, took a canal wine tour, toured the Dutch countryside to see traditional windmills and clog-making, visited the Heineken Experience, and much more.

After seeing so much history, art, and culture in such a short amount of time, I came home with a much longer list of places I want to visit next. And, of course, approximately 700 photos that I now need to figure out what to do with. ■



Painted on the Berlin Wall by Klaus Niethardt in 2005, "Justitia" depicts the Roman goddess Justitia alongside the great German minds Schiller, Goethe, and Einstein. Unlike the traditional blindfolded depiction of Justitia, Niethardt leaves her eyes uncovered and shows her protecting a dove of peace rather than holding a sword.







Q&A OF THE MONTH

What is your go-to Thanksgiving side?

Stuffing



Inside the Mind of BEN GLASS

Disability Attorney, Entrepreneur, Business Coach, Author, Soccer Referee, Husband, Father to Nine, Grandfather to Ten

This Thanksgiving, Thank the People Who Changed the Direction of Your Life

Don't just count your blessings. Name them and then tell them.



My friendship with Dan Kennedy goes back over two decades.

Last month I spoke to a room full of lawyers at MaxLawCon in Atlanta. Here's one of the things I told them:

There are people who come into your life, and the decisions you make, that change its trajectory when you look back on them.

Not an incremental improvement. Not even a big win.

A change of *direction.*

I call them God moments. You rarely recognize one while it's happening. You see it in the rearview mirror.

Here are a few of mine.

The $300 Binder I Almost Sent Back

In 1995 I started my own firm. I was a good lawyer. I knew nothing about running a business.

One day a sales letter arrived for a $300 marketing course by a man named Dan Kennedy. At the time I had never spent more than $49.95 on a book or tape set. I bought it anyway. It was way more expensive than I could afford at the time.

When the box came, I flipped through a giant three-ring binder full of material for chiropractors and plumbers and decided to send it back. How was I going to explain a $300 binder to my wife, the bookkeeper?

Instead, I stuck the tapes in my car and listened. Then I listened again. My brain was on fire.

Dan's first lesson was this: stop doing what everyone else in your business is doing, unless you want to stay average.

That lesson led to a decision. I would spend as little time as possible at ordinary lawyer events. I wanted to be in rooms full of entrepreneurs. People who think about abundance, not limits. People who build and create their own lives instead of sacrificing them to the status quo.

Everything after that grew out of that decision. Decades later, Dan is my friend, and we've written a book together (*No. B.S. Time Management for Entrepreneurs*).

The Vendor Who Changed How I Think

Samy Chong, the Corporate Philosopher, first showed up at one of our Great Legal Marketing events as a sponsor.

In one short conversation, he took my thinking about my life to a whole other plane.

He has been my personal development coach for almost a decade. He taught me to see myself, and the world, in a completely different way. Most of all, he gave me the nerve to say

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the things that had been rattling around in my head for years.

Here's the truth: I was the shyest kid in the classroom, starting in grade school and continuing through high school and college.

Without Samy, I still am.

One Concert

In 2002, our daughter Caitlin, then in high school, invited Sandi and me to a Christian rock concert. We knew nothing about Christian rock. We had nothing else to do, so we went.

It was Steven Curtis Chapman. I had never heard of him.

That night he talked about supporting orphans. I sat in that audience and wept. I felt God was asking something enormous of us. Sandi had already heard the call.

Seventeen months later we were on a plane to China to bring home our son Kevin. Then came Emma. Then David and Leah.

Four children came from one concert, and from one "yes" to our daughter's invitation.

The Guy Who Asked Sandi Out for Me

At William & Mary, I was that same shy kid, now a soccer player with my eye on a freshman named Sandi. I was going to ask her out. Really, I was.

My friend and teammate Kip Germain didn't wait. He liked Sandi's roommate, so he turned to Sandi and set up a double date.

She said yes. We've been together ever since. For years, Kip joked that he deserved credit for my entire family.

He did.

In 2024, ten days after we'd had our annual birthday lunch, Kip died suddenly of a heart attack.

You Are on Someone Else's List

Right now, you are changing the direction of somebody's life. Your kids. Your employees or work colleagues. The young referee you encouraged, or yelled at, last Saturday.

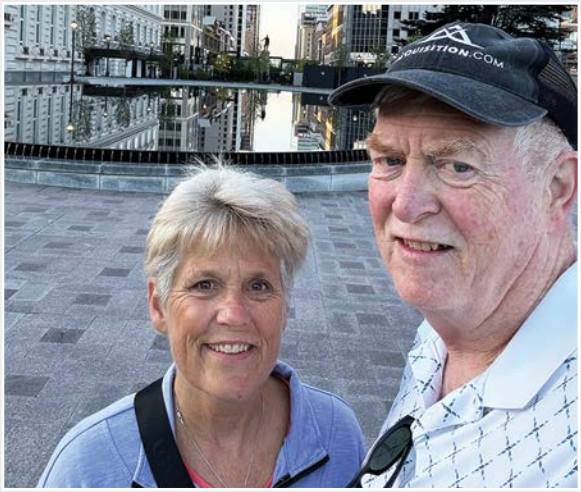
Most of the time, you'll never know it.

Act accordingly.

Your Thanksgiving Homework

Before the turkey, do this:

1. **Write down three people, and one decision,** that changed the direction of your life.



My wife Sandi and I have built a thriving life together with nine kids and ten grandkids.

2. **Next to each name, write the moment.** The letter. The conversation. The concert. The double date.
3. **If they're still alive, tell them.** Not in an email or a text. Use real paper and a real stamp.

Don't wait. Kip taught me that you don't get to choose when the window closes.

Gratitude is a feeling. Telling someone they changed your life is an action.

Do the action.

Happy Thanksgiving. ■

– Ben

PODCAST EPISODE OF THE MONTH

Who's in Your Corner?

Hard work is unavoidable. Doing it alone isn't. Ben Glass shares the advice he'd give his younger self: invest in coaching, find the right community, and surround yourself with people who will challenge, encourage, and help you grow.

Ben Glass is a nationally recognized personal injury and long-term disability insurance attorney in Fairfax, VA. Since 2005, Ben Glass and Great Legal Marketing have been helping solo and small firm lawyers make more money, get more clients and still get home in time for dinner. We call this TheGLMTribe.com.

P.S. Want a sounding board for your next move? That's what LunchWithBen.com is for. You bring the lunch.

Q&A OF THE MONTH

What is your go-to Thanksgiving side?

Cranberries



Inside the Mind of BRIAN GLASS

Personal Injury Attorney, Entrepreneur, Business Coach, Husband, Father to Three Boys, & Avid Traveler

What's Your Passion Project?

If we don't own a combination bookstore/wine bar in ten years, I'll have failed in my wife's eyes.

Yesterday, we ended up in The Buzzed Word in Ocean City – a small, carefully curated collection of books, wine, chocolate, and tinned fish.

One in five titles have a yellow handwritten bookmark detailing what one of the employees loved about the book.

When you buy a book, they stamp the inside for you "so you remember where you got it."

This is clearly someone's passion project.

I, frankly, couldn't figure out how this place paid rent when Krista first described it to me.



Don't most people use Amazon or a library?

Or just pick up whatever beach fiction the previous renter left behind?

It's the kind of place that could only exist in a beach town... but then your season is only 16 weeks long at best.

... anyway, those thoughts all happened before we spent $190 between the four of us! ■

PODCAST EPISODE OF THE MONTH

Why LinkedIn Still Works for Lawyers in the AI Era | Tony Albrecht

If you have ever wondered whether LinkedIn still matters, this episode is a pretty good answer.

Tony Albrecht did not build his career by blending in. He left litigation, built Contender, and figured out how to use LinkedIn to grow real relationships, real visibility, and real business without sounding like every other lawyer online.

That is the part most people miss.

This episode is not about posting for the sake of posting. It is about using content to build trust over time. Tony and Brian talk through what consistent posting actually does, why most lawyers overcomplicate it, and how Tony's 1 to 5 to 10 method helps lawyers show up in a way that feels human and memorable.

Glass House Shenanigans



Being a Glass Bro means supporting your brothers—even when that support requires waking up before the sun. A recent rainy weekend had us out the door before 7:30 a.m. for a cross-country meet, which was met with exactly the level of enthusiasm you'd expect. The youngest did eventually "willingly" attend, thanks to some strategic negotiations involving post-race donuts. Nothing says brotherly love quite like "standing" in the rain before 8 a.m. for the right price. ■

Q&A OF THE MONTH

What is your go-to Thanksgiving side?

Canned cranberry sauce

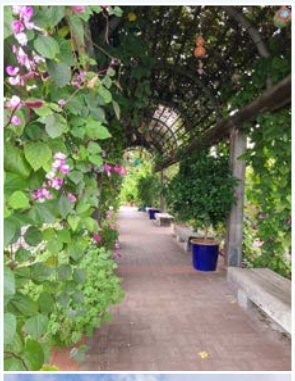
Inside the Mind of DAMON MILLER

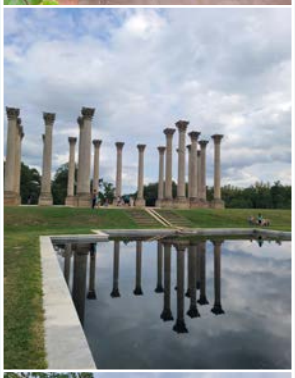


Long-Term Disability Attorney, Husband, Storyteller, & Dragon Slayer

A Surprising Visit to Washington, D.C.

One of the nice things about living in Northern Virginia is that, no matter how long you have been here, there always seems to be something nearby that you have never gotten around to seeing.







For Emily and me, one of those places was the **U.S. National Arboretum**. We recently spent a day there exploring the grounds, and there was a surprising amount to see.

My favorite part was the **National Capitol Columns**. Twenty-two enormous Corinthian columns stand in the middle of a large meadow, surrounded by trees. They look a little like someone picked up a piece of ancient Rome and dropped it in the middle of Washington, D.C.

The columns were once part of the U.S. Capitol, where they stood for more than a century before eventually finding a new home at the Arboretum. These days, they are surrounded by trees instead of politicians (which is an improvement).

We also visited the **bonsai collection**. I knew very little about bonsai going in, but it ended up being one of the most interesting parts of the day. Some of the trees have been carefully tended for generations. It is remarkable to think about the amount of patience required to care for something over decades, knowing that someone else may eventually continue the work you started.

Mostly, though, it was just nice to spend the day outside with Emily and explore somewhere new.

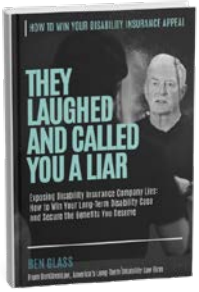
We are always looking for new places to visit, and living in Northern Virginia gives us plenty to choose from. Every time I think we have made a dent in the list, we find another park, museum, trail, or corner of D.C. and Virginia that we have yet to explore. ■

Q&A OF THE MONTH

What is your go-to Thanksgiving side?

Mac & Cheese

Our Long-Term Disability Book is Available Now for FREE



They Laughed and Called You a Liar exposes disability insurance company lies and breaks down how people can win their long-term disability case and secure the benefits they deserve.

If your long-term disability benefits have been denied, this book is more than just a guide—it's your roadmap to justice. Ben Glass shares proven strategies that have helped countless clients stand up against insurance companies and win their cases. Don't let them control your future—take charge today. **Scan the QR code to download now!**

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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.

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Thanksgiving: A Time for Reflection

By: **BGL STAFF**

Thanksgiving is one of the few holidays where the main event is gathering around a table with people we care about and eating until the phrase "I'm full" loses all meaning.

While the food is certainly a highlight, Thanksgiving is ultimately about gratitude. It's an opportunity to reflect on the people, experiences, and blessings that have made the year memorable. From family and friends to coworkers and neighbors, there are countless individuals who positively impact our lives each day.

The season also reminds us to share kindness, lend a helping hand, and express appreciation for the things we often take for granted. Sometimes a simple thank you can go a long way.

As Thanksgiving approaches, may your days be filled with laughter, your table be surrounded by loved ones, and your leftovers somehow last longer than a day. ■

Happy Thanksgiving from all of us at BenGlassLaw!

