

ALERT LAWYER



Stopping Medical Injustice

The Most Powerful Skills Your Children Need

What is the skill that has the greatest practical use for everyday life? Interpersonal skills. Yet, interpersonal skills are not taught at universities, so you are left alone to figure this out for yourself.

But where do you begin? Dale Carnegie's 1936 classic book, *"How to Win Friends & Influence People"* is the most powerful non-scripture book ever written. Laden with simple and common sense principles, this book is a masterpiece on the subject of interpersonal relations. Almost tragically, most people have not read this book and even fewer apply its principles.

When applied in the real world, the principles in *"How to Win Friends & Influence People"*, will have a greater impact on your life than anything. You will have a framework for meeting new people, engaging in their interests and getting them to know, like and trust you. Nothing is more powerful.

11 Proven Steps for Living a Life of Meaning and Influence



These are the principles that Dale Carnegie would want your children to know.

Step #1: How to Begin a Conversation: NEVER talk about yourself. No one wants to hear you talk about yourself.

Ask questions about the person's interests and passions, e.g., "What do you do for a living?" And then find out as much as you can about their work and

passions. People love talking about themselves and they will appreciate your interest.

Step #2: Be Present: When you talk with someone, listen carefully to what they're saying. Make sustained eye contact. Don't look away and do not think of anything other than what

the person in front of you is saying. Let them know that you're listening and you care what they say.

"Most people do not listen with the intent to understand; they listen with the intent to reply."

Stephen R. Covey

As you learn new things from your acquaintance, respond to let them know that you heard what they said, "That's interesting. I never thought of that." Keep following up with questions until you've learned as much as you can about your new friend.

Step #3: Use First Names: Call everyone you meet by their first name. Everyone loves the sound of their name. Saying their first name repeatedly will help you remember their name.

"A person's name is to that person the sweetest and most important sound in any language."

Dale Carnegie

Frequently you will hear people confess, "I'm terrible with names." Everyone is bad with names, but there's a solution: repeat the first name of everyone you meet at least 3x when you first speak with them. By repeating their name 3x, you will reinforce their name in your memory. And the next time you meet them, your acquaintance will be surprised that you remembered their name.

Step #4: Talk with Strangers: Whenever you go to a social event, seek out at least one person you don't know and talk to them. Try to find out what makes the person tick (a/k/a, their passion for life).

"Talk to someone about themselves, and they'll listen for hours."

Dale Carnegie

Be bold and take the initiative. This might seem awkward at first, but you might find that you have a lot more in common than you previously thought. And you might just make a new friend.

Step #5: Preparing to Meet Someone: If you plan to meet someone (a new or existing relationship), find out as much about them as possible in advance.

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If the person roots for the U-Conn women's basketball team, research the latest news about the U-Conn women's basketball team (even if you have no interest in them) and be prepared to discuss the team with your new friend, e.g., "Great win for the Huskies last night against their arch-rival." It doesn't matter that you have no interest in U-Conn women's basketball, what matters is that your friend roots for them.

Step #6: Dealing with Anxiety/Stress:

Think of the worst possible outcome and accept it. Then, work to create the best possible outcome. You will never be disappointed because you've already accepted the worst outcome.

"Ask yourself:

What is the worst that can happen?

Then prepare to accept it.

Then proceed to improve on the worst."

Dale Carnegie

Step #7: Own Your Mistakes: Do not blame others for your mistakes. When you screw up, own it, e.g., "I am sorry. This shouldn't have happened." When you own your mistakes, others will be forgiving.

"It raises one above the herd and gives one a feeling of nobility and exaltation to admit one's mistakes."

Dale Carnegie



Step #8: Never Disagree with Someone in Public: Do not criticize, condemn or complain.

"There is only one way to get the best of an argument and that is to avoid it."

Dale Carnegie



No one wants to hear that they're wrong (even if they are). Don't tell someone that they're wrong. Listen, nod attentively and if necessary, tell them in private that you might not agree. Be kind and understanding.

Step #9: Do Not Hold Grudges: When you hold a grudge against another person, you are only hurting yourself. Forgive everyone, even those who hate you.

"When we hate our enemies, we are giving them power over us: power over our sleep, our appetites, our blood pressure, our health, and our happiness."

Dale Carnegie

Step #10: Your Mindset: No one cares about you (except your spouse and they might not even care). Everyone cares about themselves. Make every person you meet the center of the conversation and get them to talk about themselves. Everyone—even those in prison—have something in their life that they are proud of, e.g., their children, hobbies or work. Get them to talk about the things they love.

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

Dale Carnegie

If you ask someone, "Would you mind sharing with me how you've become so successful?" You instantly make a new friend. Over the next 20 minutes, your new friend will tell you about their successes and all you have to do is nod your head.

Step #11: Do Not Be Transactional: In most relationships, people think, "What can I get out of this?" Don't be transactional. Do not think what someone

can do for you. Rather, think what you can do to help them.

"The rare individual who unselfishly tries to serve others has an enormous advantage."

Dale Carnegie

When you give, without any expectation of getting anything in return, you will be rewarded tenfold. This is known as the rule of reciprocity. When you give something of value to others, they will want to return the favor.

A Chance Encounter with the Ultimate Go-Giver

Four years ago, I had a chance encounter with a gentleman at an architectural firm in Greenville, South Carolina. This gentleman welcomed me to his firm, and made it clear that—even though we were strangers—he would be more than happy to help our son, Tim, during his studies at Clemson University.

Over the next four years, I returned occasionally to Greenville to visit with my new friend. My new friend never stopped giving. Not only for our son, but for everyone he met. Complete strangers were treated as close and long-standing friends and they always received a warm smile, offers of support and his cell # (just in case they wanted to continue the conversation). It quickly became apparent that I had met someone special.

Does Rip Parks give so that he can get something back? Absolutely not. Giving without an expectation of getting anything in return is what Rip was taught by his parents. We learn by the way that our parents live their lives. And that, my friend, is the most precious gift you can give your children.

7 Guerilla Marketing Tips... that WON'T Cost You a

The scenario is one that we've all faced: a young lawyer is just opening a new practice and doesn't have a penny to spare for marketing. The question is simple, what can the young lawyer do to get clients that won't cost a penny?

The most effective marketing doesn't cost anything. You won't need a fancy website or digital advertising to expand your client base. The best, and most effective, marketing will always be with your prospective referral partners.

If you consistently do these 7 guerilla marketing tips for at least 1 year, your law firm won't need to do any other marketing.

TIP #1: UPDATES FOR REFERRAL PARTNERS: Write a thorough update about the status of a referred case to a referral partner. Do this at least 1x/workday.

When a lawyer refers a case to you, they are honoring you. The minimum that you can do is return the favor with frequent updates about the status of the referred case. This is the highest and best use of your time and this alone will virtually guarantee repeat referrals.

When it comes to referral partners, there is no such thing as over-communicating. Become obsessed with communicating with your referral partners. There is no need to send an expensive gift—just communicate like a madman. This will pay off in spades (and no other lawyers are doing this).



TIP #2: HANDWRITTEN NOTES: Every workday write a handwritten note on stationary to a referral partner. This will cost the price

of a stamp. Your referral partners will keep the handwritten notes for a long time (maybe a year or longer). Why? Because it was written by you.

Don't know what to write? WRITE ANYTHING, e.g., "Just want to let you know that I admire and respect your work."

TIP #3: EMAIL NEWSLETTER: Send a weekly email newsletter to your referral partners and/or former and current clients. We send a weekly email newsletter to 2k email subscribers/lawyers. The open rate for our email newsletter is 28%, so with each email, we are communicating with over 500 prospective referral partners.

TIP #4: NETWORKING WITH REFERRAL PARTNERS: When it comes to networking, join a local trial lawyer organization, e.g., Trial Lawyers College. The members of the regional workshop will refer their cases to you once you establish a relationship. This won't cost a penny.

"The least expensive and most effective referral based marketing I have ever done involved me getting neck deep in our state [Trial Lawyer Organization]. As membership chair, I literally went all over the state talking with lawyers, to recruit them as members."

I was shocked at the collateral benefit of doing the work to keep our practice alive. I have gotten hundreds of calls for potential referrals and/or local counsel work for just getting involved. The more you give, the more you get in return."

John "Lin" McCraw, Esq.
McKinney, Texas

Albany, N.Y. injury lawyer, John K. Powers, Esq., built a nationwide network of referring lawyers by becoming a member of the Board of Governors of the American Association for Justice. Altruistic? Yes, but also a great way to expand his influence with potential referral partners across our nation. John K. Powers, Esq. has been a wonderful advocate for the cause of civil justice.



TIP #5: PUBLIC SPEAKING: Your county bar association would love for you to speak to its members. The county bar association will sponsor your speech and you will have their stamp of approval with all attendees. And in the process, you will become a mini-celebrity.

TIP #6: ARTICLE SUBMISSIONS FOR THE COUNTY BAR'S NEWSLETTER: Submit articles for the monthly print newsletter of your county bar association in your practice area. Every month your articles will be featured in the county bar association's newsletter and you attract a fans who will become potential referral partners.

TIP #7: FACEBOOK/YOUTUBE VIDEO: St. Louis immigration lawyer (and co-founder of Maximum Lawyer), Jim Hacking, Esq., gets 40% of his clients from YouTube video.

Virtually every day, Jim creates a new video about immigration law or shares a heartwarming client success story. Jim has become a mini-celebrity across the country with prospective clients who have never met him. This is the power of video.

Hudson Valley, NY injury lawyer, John DeGasperi, Esq., live streams video about his cases and renovations to his new office. This humanizes John and expands his reach with potential clients.

Consistency is What Matters Most

Will these 7 guerilla marketing tips for you? The secret is CONSISTENCY. If you do any of these marketing tips consistently (ideally, every day) for at least 1 year, you'll have all of the work you can handle and your law firm won't need to do any other marketing.

Don't believe me? Perhaps you should ask Jim Hacking, Esq. about the impact of daily videos for his law firm. Jim will be the first to tell you that his YouTube videos would have virtually no impact if he was not doing them consistently every workday. Consistency is the secret to successfully marketing a law firm.

JOHN H. FISHER, P.C.

278 Wall Street • Kingston, New York 12401
Phone 845-802-0047 • Cell Phone 518-265-9131
Fax 845-802-0052 • Toll Free 866-889-6882

Email: jfisher@fishermalpracticelaw.com

TWO SPECIAL EVENTS THAT CAN TRANSFORM YOUR LAW FIRM

The question posed to Tony Robbins was simple: a speaker at one of Robbins's events asked why he made \$1 M/year, while Robbins makes \$10M/year. Tony responded with a question, "Who do you hang out with?" and got the response that he expected, "People just like me who make \$1M/year." Robbins answered, "You need to hang out with people like me who make \$10M/year."

Therein lies the problem: if you hang out with lawyers who are just like you, there's a good chance you'll have the same income and future. But when you hang out with ultra-high achieving lawyers, your future changes. You discover opportunities that you never knew existed. Pretty quickly you begin to think differently and your future seems bigger than it did before.

This is why we created the Mastermind Experience. Specifically, for a very selfish reason: I wanted to be surrounded by the best of the best in our profession. Lawyers doing things much better than our firm, who are willing to share their best practices, including their mistakes and failures, and how they got where they are.

THE MASTERMIND EXPERIENCE & THE SEVEN FIGURE ATTORNEY COME TO NYC!

On April 7th and April 8th, The Seven Figure Attorney and the Mastermind Experience will be joining forces for 2 special events at the Knickerbocker Hotel in Manhattan. The Seven Figure Attorney will be held on Thursday, April 7th, and the Mastermind Experience will be held on Friday, April 8th.

THE SEVEN FIGURE ATTORNEY ON APRIL 7TH

What is The Seven Figure Attorney seminar? Simply put, the best legal seminar in the country. Craig Goldenfarb, Esq., a highly successful CEO of a 70-employee plaintiff's firm in South Florida, will show you exactly how he got from two employees to a powerhouse law firm in the ultracompetitive market of South Florida.

There's nothing in the marketplace like this: Craig and his management and marketing team will take you through every component of their operation. What works and what hasn't work as well. You will get an inside view of their firm's hiring and firing, management, incentivization program, pre-suit and litigation departments.

Why is this something you want to see? The Law Offices of Craig Goldenfarb are consistently ranked as the #1 small business to work for in South Florida, according to the Sun Sentinel. And there's no question the firm's employee happiness has turned them into an 8-figure law firm within 15 years.

If you want to grow and scale your law firm, you will want to be at The Seven Figure Attorney seminar on Thursday, April 7th, in Manhattan.

Practice Limited to the Representation of Seriously or Catastrophically Injured Persons



Very proud of my wife!

THE MASTERMIND EXPERIENCE ON APRIL 8TH

What is the Mastermind Experience? It's a workshop of a small group of lawyers who brainstorm, collaborate and share solutions on the biggest challenges facing your law firm. Amazing lawyers come together to help each other in a confidential setting.

Not anyone can join. This is application only. If you are not honest, ethical and willing to share everything you know, you're not a good fit. If you are honest, transparent and highly motivated, you might be a good fit.

At the Mastermind Experience, we will dig deep into your law firm to find customized solutions for your law firm. We've been doing this for 8 years in Chicago, South Florida, Washington, DC and Maui and finally, we're coming to the Big Apple on April 8th.

HOW TO REGISTER/APPLY FOR 2 SPECIAL EVENTS

You can register for The Seven Figure Attorney in NYC on April 7th at www.SevenFigureAttorney.com.

You can apply for the Mastermind Experience in NYC on April 8th at www.MastermindExperience.com.

Let's be brutally honest: if you keep doing things the way you've been doing them, you will be in the same place in 5-10 years. Nothing will be different. Sometimes we need a kick in the butt and that opportunity is coming up. We hope you take this opportunity!

www.MastermindExperience.com