

LAWYER ALERT

Stopping Medical Injustice

THE MOST POWERFUL WAY TO ACHIEVE AMAZING THINGS

The conversation was simple enough.

I had not seen one of my wife’s friends for about a year and we were quickly catching up. Eventually, I noticed that my wife’s friend was drinking a water during our conversation, rather than her favorite Diet Coke. I asked about this, and she responded that she has not had a sip of Diet Coke for over a year since her “Diet Coke” streak began.

Pretty impressive. Then, my wife’s friend shared that she decided to begin a “streak” around her habit of Diet Coke. She would try to avoid drinking a Diet Coke every day and see how long she could continue the streak. Turns out, this intentional daily act worked wonders and who knows, my wife’s friend may never drink Diet Coke again.

This is the power of streaking. Streaking has the power to change your life in both good and bad ways.

THE POWER OF CONSISTENCY IN DOING LAUGHABLY SIMPLE ACTIVITIES

What can you do now that will move you to a better place? The activity can be done on a daily, weekly, bimonthly or monthly basis (or even yearly), but whatever the frequency is, you will consistently do it. There are no mulligans when it comes to streaking. If you forget to do your simple activity, the streak is over and it’s time to begin a new streak.

The concepts about streaking are based upon the amazing book, *Streaking: The Simple Practice of Conscious, Consistent Actions that Create Life-Changing Results*, by Jami & Jeff Downs.

#1: Pick a Laughably Simple Activity

Think of a small, daily activity which, if done, would have a major impact on your life over time. Think small. The goal of a streak is sustainability and this will not happen if your daily activity is difficult or time consuming.

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

Will Durant

One stalker wanted to lose weight by fasting...every day. This, I told him, was way too challenging and would not work on a long-term basis. It’s too hard to fast every day. Perhaps the activity could be fasting on a weekly or bimonthly basis, and that could be sustainable.

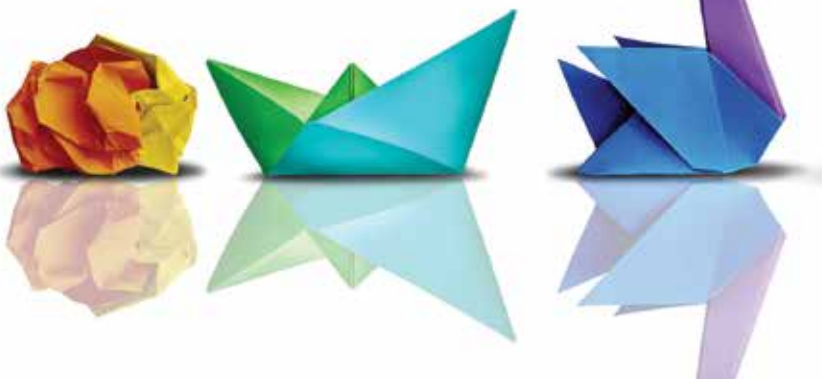
#2: Keep a Record of Your Streak

Take a few seconds to document your streak every day in a journal. The journal is a continual reminder of your streak and if you haven’t done your activity, the journal will be a reminder that you’ve got work to do. And the journal is a tangible reminder of how far you’ve gone and the amazing things you’ve accomplished.

#3: Join a Community of Streakers

Don’t streak alone. Join a community of streakers to celebrate your achievements. It’s great to be in a community of like-minded streakers who will encourage and support you on your journey.

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HEALTH, FITNESS & NUTRITION

Let's say you want to lose weight or get in better health. What activity, if done every day, will help you achieve this goal? Perhaps it might be avoiding chocolate, smoking or alcohol or documenting your food consumption and exercise. Whatever the activity is, you will do it every day.

Here are a few samples from my fitness and health journey.

Jogging Streak: I began jogging at least 1 mile every day. This streak began 791 days ago and over the course of this streak, I've jogged 1,900.63 miles (or the equivalent of 72 marathons). It's easy to jog at least 1 mile every day and I will do anything to make sure the streak does not die.

Core Exercise Streak: Every day, I do a series of at least 6 core exercises and 2 upper body exercises. The exercises are easy to do and only take about 15 minutes. I am now on day #471 of the Core Exercise Streak and my abdomen/core is stronger than ever.

Upper Body Streak: Every day, I do at least 3 sets of 1 upper body exercise (e.g., dumbbell curls, presses, rows). The results take time and you will not see much of a change in the first few weeks and months, but over time, my upper body has more definition and strength since my twenties. I am now on day #404 of the Upper Body Streak.

Food Consumption Streak: What simple activity can you do that would help you lose weight? On January 18, 2021, I began a streak of documenting my food consumption and exercise on a daily basis. This simple practice takes about 2 minutes a day (on the website of www.MyBodyTutor.com) and keeps me mindful of my food choices.

Over the course of time, my weight loss has been slow and gradual and I've had plenty of unplanned indulgences. Still, since January 18, 2021, my body weight decreased from 193.6 lbs. to 169.4 lbs. (down 24.2 lbs.) and I am less than ½ of a pound from my ideal body weight.

Is gaining weight part of the aging process? Hell, no. That might be what others want to convince you, but it's not true. As we get older, we simply need to be more diligent about the choices we make. And with time and patience, a streak will take you to places you never thought possible.

Streaking requires patience and intentionality. Over time, the results will begin compounding and you will achieve things that you never thought possible. Truth is, I have no aches or pains, I feel healthy and strong and the same today as I did at age 18. This is the power of streaking.

MARKETING & BUSINESS DEVELOPMENT

What simple activities, if you did them every day/week, would make a big impact on your law firm? Our streaks focus on getting Google reviews and adding new content via video to our YouTube channel (www.Lawyer-Alert.com), articles to our website, www.ProtectingPatientRights.com and our monthly print newsletter.

Google Reviews Streak: 788 days ago, I began asking for at least 1 Google review for our law firm. I ask just about anyone I can think of and this only takes about 10 seconds. This simple practice increased our firm's Google reviews from 124 to 577 and we have the second most Google reviews of any law firm in New York State (and we're closing in on the #1 spot).

Now, there are many days we don't get any Google reviews. No problem, my friend. I just keep asking for reviews and encourage our team to ask our clients and vendors for reviews. Don't get frustrated, just stay consistent. Whether you feel like it or not, keep the streak alive at all costs.

Video Marketing: Video marketing is everything in the world of law firm marketing. 42 weeks ago, we began recording at least 1 video every week for our law firm and referral partners. We never miss a week and the results have been slow, but steadily building over time.

Through trial and error, we've discovered that our clients want videos that provide actionable advice, e.g., *Our Top 7 Tips for Testifying at Trial*, so we focus our attention on this type of content.

Website Articles: No one will write better content than you for your website. So, why outsource what you do best? For 23 weeks, I've written at least 1 article every week for our website about consumer rights and information about medical malpractice. These evergreen articles will rank high on the search engines for as long as we're in business.

Print Newsletter: Since December, 2010, our firm has had a monthly print newsletter, *Lawyer Alert*, that we mail to our referral partners and friends. This monthly streak is almost 13 years old! Our print monthly newsletter is our top marketing tool for staying top of mind with our referral partners and it is the one thing that we will never stop doing.

PERSONAL DEVELOPMENT & FINANCE

What simple activities can you do every day to improve yourself and your relationships with friends and family?

German Streak: For 683 consecutive days, I've learned at least 1 new phrase or word in German. What difference has this made? While visiting a friend in

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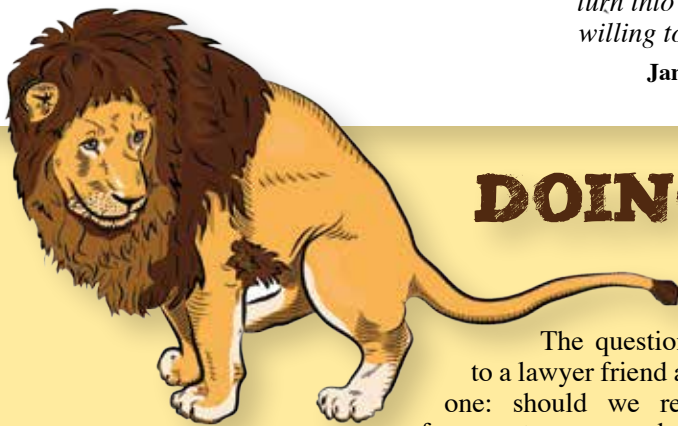
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Stuttgart, Germany, I ordered our meal and conversed with our waiter in German. I would not have been able to do that before my streak and the improvement keeps building upon itself.

Personal Finance: Why did Warren Buffett become the wealthiest man in the world? Buffett has made many mistakes, but he has consistently invested in good and bad markets since he was a teenager. It wasn't

his brilliance, but his consistency in investing, that made Buffett wealthy.

Your takeaway? Invest a portion of every paycheck in a retirement account and watch your wealth build. It will take a long time, but 98% of Warren Buffett's wealth occurred after the age of 65. Warren Buffett's success is a lesson that wealth is built slowly and gradually based upon the consistent practice of investing in good and bad markets.



RELATIONSHIPS & FAMILY

What small daily activity can you do to improve the quality of your relationships and marriage?

Relationships with Your Children:

Call your son every day just to say "hi" and let him know that you care. This simple practice will make a difference in your relationships with family members.

Marriage: Compliment your spouse at least once every day. Your spouse might not notice at first, but over time, your marriage will grow stronger and you will reap the benefits of a loving marriage.

THE POWER OF COMPOUNDING

James Clear, author of *Atomic Habits*, says that, "Ultimately, it's your commitment to the process that will determine your success...If you can get 1% better each day for one year, you'll end up 37 times better by the time you're done."

"Changes that seem small and unimportant at first will compound and turn into remarkable results if you're willing to stick with them for years."

James Clear, *Atomic Habits*



What small activity are you going to do today that will change your life? Think small, avoid challenging goals and strive to keep your streak alive at all costs. Over time, you will be astonished by the results and you will see firsthand the power of streaking.

And if you're looking for a community of like-minded streakers, you are welcome to join us at the private Facebook group, "The Streakers". Just send an email to jfisherlawyer@gmail.com with the subject line, "I want to streak" and we will add you.

DOING THE LION'S SHIT

FEELINGS VERSUS FACTS

The question posed to a lawyer friend a simple one: should we re-hire a former team member who was honest, hardworking and everyone (including our clients) loved? The response was not what I expected. "You are running a business. Who cares whether you like or dislike the former team member. What do the facts tell you?"

As business owners, we can't make decisions based upon our feelings. We have to look at the facts and we have to demand excellence and insist on nothing less. Is the team member productive and getting the job done or are they making repeated mistakes?

My answer became clear: the former team member could not be rehired. It was more than an occasional mistake. As the business owner, I had given the former team member too much slack and it was hurting the morale of other team members. The bad-the-scenes comments were hard to ignore, "Why is John so willing to ignore these mistakes?" Truth is, because I genuinely cared for and liked the team member.

Leadership guru, Bill Biggs, puts it simply: "Love your employees and demand excellence." You have to insist on both. If you do not insist upon excellence from your team members, morale will fall and mediocrity will become acceptable. You can't let this happen.

When mistakes are made, you have to confront them. You have to say to the team member, "It's time we discuss what happened." Of course, it's easier to say nothing, but over time, the mistakes will continue and you will risk losing the trust of your "A" players. And in a world class law firm, you can't take that chance.

This is what John Morgan, owner of Morgan & Morgan the largest plaintiff's firm in America, calls "Doing the Lions Shit". It's easier to avoid confrontation and the difficult conversation with your team members, but this is precisely the "Lion's Shit" that you have to do. And if you don't do this, your firm will be stuck in an endless cycle of mediocrity.

Thank you, Chris Nicolaysen, Esq. of the Springs Law Group in Colorado Springs, Colorado, for this invaluable advice.

THE BEST THING YOU WILL EVER DO FOR YOUR CAREER

If you could look back on your career, and could give yourself one piece of advice, what would it be? My advice would be simple: join an elite mastermind of plaintiff's lawyers who will do anything to help you succeed. When you are surrounded by higher achieving lawyers who have experienced everything that can go wrong (and good), the world looks different to you.

But I wouldn't only join a mastermind, I would stay engaged with the tribe. I would work to build relationships and give more than I take. Over time, I know this investment would pay for itself many times over. This is how joining a mastermind can transform your law practice (and your life).

HOW THE MASTERMIND EXPERIENCE IS DIFFERENT

The **Mastermind Experience** is different from other masterminds. We do not use the mastermind as a revenue generator (we lose \$ every mastermind) and there are no recurring fees or long-term commitments. There are no sales pitches or vendors seeking your attention. Our sole focus is providing as much value as possible for you and bringing together an extraordinary group of law firm owners.

Why do we do this? We've found that the more you give, the more you get. Perhaps this seems counterintuitive, but giving is the best investment you will ever make. And we want to offer this experience for you. Our next masterminds will be at world-class accommodations in fantastic venues and cities. I know you will love it.

The Schedule for the Mastermind Experience in 2023 and 2024

This is our schedule for the remainder of 2023 and 2024.

- September 8, 2023:** Chicago, Illinois
- January 26, 2024:** West Palm Beach, Florida
- April 12, 2024:** Boston, Massachusetts
(Downtown Hyatt Regency,
*partnering with the 7 Figure Attorney on
February 11, 2024)
- September 20, 2024:** Sicily, Italy (Palermo)

*The Mastermind Experience will once again partner with Craig Goldenfarb, Esq.'s "7 Figure Attorney" Summit (www.SevenFigureAttorney.com) in Boston in April, 2024. The 7 Figure Attorney will be held on Thursday, April 11, 2024 and the Mastermind Experience will be held on Friday, April 12, 2024. Both events will be held at the downtown Boston Hyatt Regency.

If you've never been to Craig's one-day seminar, "7 Figure Attorney", you're missing something special. Craig and his executive team will show you exactly how they built an 8-figure plaintiff's law firm in South Florida. Craig will show you his marketing and management systems and share everything that works (and fails). This is the best seminar I've ever attended.

**Apply for the Mastermind Experience at
www.MastermindExperience.com**

Until July 15, 2023, we are offering our best rate of \$999 to attend any of the 4 masterminds. After July 15, 2023, our rates increase and will continue increasing periodically.

Not everyone is welcome. You will have to meet strict ethical requirements for admission and our members have veto power over prospective members. You will be vetted carefully, but if you are generous with your knowledge and ethical and honest, it's a good bet you will be welcome.

If you have any questions, go to www.MastermindExperience.com or call John Fisher at 518-265-9131.



5 SIMPLE TIPS FOR BUILDING WEALTH AND HAPPINESS



In his book, *The Psychology of Money*, author, Morgan Housel, lays out a system for enduring wealth based upon compelling stories and empirical proof. This is the best book about finance and investing that I've ever read. These are my top 5 takeaways from *The Psychology of Money*.

TIP # 1: THE KEY TO BUILDING WEALTH IS YOUR SAVINGS RATE

A car mechanic and janitor in Vermont, Ronald James Read, saved over \$8 million during his lifetime. Read did not receive an inheritance and he earned just slightly more than the minimum wage.

How was this possible? Ronald James Read was careful about saving his money and did not spend lavishly on stuff (e.g., cars, house). The author states that, "Every penny of his wealth was hidden, even to the people who knew him."

"Building wealth has little to do with your income or investment returns, and lots to do with your savings rate."

Morgan Housel, *The Psychology of Money*

Ronald James Read did not flaunt his money, but rather was content with what he had. By all accounts, Read was happy and lived a good life. And at the end of his life, Read donated \$6 million to a public library and \$2 million to his stepchildren.

The lesson from Read's story is simple: even if you do not earn a lot of money, you can save a fortune simply by being frugal with your money. As the author writes, "The only way to be wealthy is to not to spend the money that you do have."

TIP # 2: THE POWER OF HIDDEN WEALTH

Author, Morgan Housel, makes the point that fancy cars and houses are only meaningful to the people who own them. The author makes the point, "No one is as impressed with your possessions as you are".

"Wealth is what you don't see...Wealth is the nice cars not purchased. The diamonds not bought."

Morgan Housel, *The Psychology of Money*

The author calls this the "Man in the Car Paradox". When you see someone in a fancy car, you don't admire the person driving the car. Rather, you think, "Wouldn't I look cool if I drove that car." The author points out that what you see is "their richness, not their wealth." Anyone can buy an expensive car, but for most, expensive purchases lead to substantial debts.

TIP # 3: BEING UNBREAKABLE IN BAD MARKETS

During the stock market plunge in 2008, many cashed out their retirement accounts based on fears of a market collapse. This was the worst possible thing they could do. In recessions and depressions, you want to hold onto your investments and ideally, invest more. Easier written than done.

"A genius is the man who can do the average thing when everyone else around him is losing his mind."

Napoleon

The markets have been, and always will be, unpredictable. As the author states, "The road between now and then is filled with landmines and always will be." Your success will not be determined by brilliant investments, but rather by "how you respond to punctuated moments of terror."

You should strive to be "financially unbreakable", particularly in bad markets. Following the market collapse in 2008 when the market was down 44%, the stock market returned to its pre-collapse levels within 12 months.

TIP # 4: THE POWER OF TIME AND COMPOUNDING

The author points out that \$81.5 billion of Warren Buffett's \$84.5 billion wealth came after his 65th birthday. Almost all of Buffett's wealth was earned later in his life.

Buffett and his partner at Berkshire Hathaway, Charlie Munger, did not strive to get rich quick. They were patient and tried to become wealthy over a long period of time based upon a long-term investing plan. Buffett began investing at an early age and never stopped. As the author points out, Buffett's skill is investing, "but his secret is time".

TIP # 5: BEING CONTENT WITH WHAT YOU HAVE

When you keep striving for more money and stuff, you will never be content. Once you reach one milestone, it won't be enough. The author states that, "The hardest financial skill is getting the goalpost to stop moving."

THE ULTIMATE GOAL: FREEDOM OVER YOUR TIME

The goal is not to own expensive stuff, but to have control over your time. Specifically, the ability to do whatever you want whenever you want. As the author states, "The highest form of wealth is waking up every morning and saying, 'I can do whatever I want.'"

"Money's greatest intrinsic value is its ability to give you control over your time."

Morgan Housel, *The Psychology of Money*

What does control over your time mean? More time with your spouse and children. The author makes this point well, "Your kids don't want your money nearly as much as they want you."

When you have the love of the people who you want to love you, then, you have true wealth.

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The Power of Saying “NO”

Throughout the workday, you are bombarded by distractions and interruptions. It’s amazing you get anything accomplished. You have to create rules for engagement with your team members.

You might set aside 2 hours between 9 and 11 a.m. as “focused time” where you cannot be interrupted for any reason. When a team member ignores your rule and interrupts you during your focused time, there’s only one response: “That’s a ‘No’” (a phrase coined by law firm management leader, Melissa Shanahan, of Velocity Works in Denver, Colorado). You will not accept any interruptions, unless a family member was just sent to the emergency room. If you do not enforce these rules of engagement, no one will.

Empowering Your Team Members with Focused Time

Your team members should also have the power of focused time, where there will be no interruptions or distractions. Let your team members know that they can have a “focused” morning, afternoon or the whole day. Your team members can’t complain that they don’t have enough time, because you’re empowering them to set aside focused time for their most important work.

Lin McCraw, Esq. in McKinney, Texas, has a unique solution. Lin rarely goes to the office and instead works from home. Lin trusts his team members and is highly productive working from home. You’ve got to try this!

Thank you to Melissa Shanahan, Lin McCraw, Esq. and Chris Nicolaysen, Esq. for these productivity tips.

(above) A very serious conversation between our daughter, Lily, and our child, Lyla.



(left) Venturing into the big known: at the awe inspiring Manitou Incline in Manitou Springs, Colorado, with Lisa. A serious challenge!

(below) Always fun to hanging out with Chris and Gretchen Nicolaysen (and their daughter, Megan) in their home town of Colorado Springs, Colorado.



Practice Limited to the Representation of Seriously or Catastrophically Injured Persons

www.MastermindExperience.com