



# The Legal Connection

where legal technology & people connect

2013-06

## It's all in the balance

You cannot have success without balance.

Just as with anything in life worth having, you need to actively seek balance – to do something to achieve it.

Balance will not fall in your lap.

You are only as connected as you choose to be. No one is forcing you to stay on twitter, FaceBook or plain old surfing the web.

No one is forcing you to make yourself available to your clients 24/7 either.

There are those types of practices which require immediate access – but even those practitioners can and do put in place people and systems for time away from the office. In other words, they take days at a time away after being “on call” 24/7 for a few months.

Disconnect.

Allow yourself to just be.

In the quiet.

Without the ability to look anything up.

Just absorb.

Hear the birds (or in my case, the dog snoring and the birds); smell the roses; eat lunch.

It will make you a better person.

It will make you a better attorney.

It will make you less stressed. You do not realize the stress involved in always being connected.

I've been disconnecting one day per week for years.

I can leave my electronics at home and go out and not be freaked that I forgot my phone.

Can you?

If not – FORCE yourself to disconnect for short periods of time.

Breathe.

Once the fear of not being connected passes (and it will) – you will realize being disconnected is good.

And you will start to find balance.

Until next month!

A handwritten signature in blue ink, appearing to be the initials 'A' followed by a flourish.

# 3 InfoGs - Balance

## ALWAYS CONNECTED

A DAY IN THE DIGITAL LIFE

**WAKING UP**  
55% OF SMARTPHONE USERS WAKE UP UP APPS BEFORE GETTING OUT OF BED

**EATING BREAKFAST**  
10% MORE PEOPLE GET THEIR NEWS FROM A COMPUTER THAN A PHONE

**DRIVING**  
69% OF PEOPLE DRIVE ON THE PHONE WHILE DRIVING

**AT WORK**  
51% OF PEOPLE DO ONLINE RESEARCH AS PART OF THEIR JOB

**MEANWHILE, ON CAMPUUS...**  
70% OF STUDENTS TAKE CLASSES NOTES USING COMPUTERS

**65 WINDOWS** PER CLASS, 20% OF WHICH ARE UNNECESSARY

**MEETING AROUND**  
25% OF MEETINGS WATCH NEWS  
15% WATCH PRGMS  
9% WATCH SPORTS  
4% WATCH REALITY SHOWS  
3% WATCH POLY

**BATHROOM BREAK**  
40% PEOPLE USE THEIR PHONES WHILE IN THE BATHROOM

**CHATTING**  
50% OF AMERICANS PREFER COMMERCE ONLINE TO FACE TO FACE CONVERSATION

**BACK AT HOME**  
60% OF TV VIEWERS USE A COMPUTER AT THE SAME TIME

**IN BED**  
95% OF PEOPLE HAVE USED AN ELECTRONIC DEVICE IN THE HOUR BEFORE BED TIME A FEW MONTHS A WEEK - AN ACTIVITY THAT CAN DISTURB SLEEP CYCLES

**83% OF HOUSEHOLDS** HAVE MORE THAN ONE CELL PHONE

## BRING BACK THE 40 HOUR WORK WEEK

3 IN 4 MEMBERS OF THE AMERICAN WORKFORCE WANT TO WORK MORE THAN 40 HOURS PER WEEK

EVEN THOUGH 53% OF PEOPLE ARE OVERWORKED, 71% WANT TO WORK MORE THAN 40 HOURS A WEEK

1980: 8 in 10 American children had just one working parent  
2012: Only 3 in 10 children have a job of their parent

WE'RE WORKING MORE BUT WE'RE MAKING LESS

ADJUSTED FOR INFLATION

| Year | Avg. Income | Avg. Work Week |
|------|-------------|----------------|
| 1970 | \$59,000    | 38 HOURS       |
| 2012 | \$51,000    | 46 HOURS       |

6 OF THE TOP 10 COMPETITIVE ECONOMIES OVER 48 HOURS/WEK

| Country                            | Hours/Week |
|------------------------------------|------------|
| UNITED STATES                      | 46 HOURS   |
| DENMARK & SWEDEN                   | 31 HOURS   |
| GERMANY, SWITZERLAND & NETHERLANDS | 27 HOURS   |

3 IN 4 AMERICANS FEEL STRESSED AT WORK AND 1 IN 4 SAY IT IS THE MOST STRESSFUL THING IN THEIR LIVES

THE RESULT: Over 1 million workers call in sick to work every day due to stress.

WHICH SIDE DOES YOUR COMPANY ASSESS RISK? ABOUT \$250 BILLION PER YEAR IN PRODUCTIVITY LOSS

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OVERWORKING TAKES A TOLL ON MENTAL & PHYSICAL HEALTH

PEOPLE WHO WORK MORE THAN 40 HOURS PER WEEK ARE 66% MORE LIKELY TO BE DEPRESSED

PEOPLE WHO WORK MORE THAN 40 HOURS PER WEEK ARE 33% MORE LIKELY TO HAVE HEART DISEASE

AT THE END OF THE DAY, EVEN BUSINESSES DON'T BENEFIT FROM OVERTIME WORK

WHEN A BUSINESS IS OVERWORKED, PRODUCTIVITY DECREASES BY 10%

IN BUSINESS, 10% MORE HOURS = 10% LESS PROFIT

LOCK OUT ON TIME

## A FINE LINE

The tricky task of balancing work and personal life is an art form for most small-business owners. Feeling pulled in every direction? Learn some ways to achieve balance in your life.

### How Much Do Business Owners Work?

Small-business owners are some of the hardest working - and longest working people in our economy.

| Hours      | Percentage                                                              |
|------------|-------------------------------------------------------------------------|
| 34.5 hours | AVERAGE WORKWEEK for all U.S. workers                                   |
| 40+ hours  | 2 in 3 BUSINESS OWNERS who exceed more than 40 hours every week         |
| 70+ hours  | 1 in 10 BUSINESS OWNERS who work more than 70 hours in the average week |

### All That Work Can Take a Toll

|                   |                           |
|-------------------|---------------------------|
| Health 44%        | 33% Exercised less        |
| 22% Gained weight | 14% Became short-tempered |

SMALL-BUSINESS OWNERS WHO SAY THE STRESS OF THEIR BUSINESS, INCLUDING DEALING WITH THE ECONOMIC CRISIS, HAS DAMAGED THEIR HEALTH

### Taking Time Off

|                                                                     |                                                                           |                                                                                             |
|---------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| ABOUT 1 in 2 SMALL-BUSINESS OWNERS who take off only major holidays | 46% SMALL-BUSINESS OWNERS who took a full week of vacation in summer 2012 | 33% WORRY AN IMPORTANT CUSTOMER OR CLIENT WILL NOT GET GOOD SERVICE IF THEY TAKE A VACATION |
|---------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|

### Taking Your Life Back

Whether the reason for spending more time at the office, there are ways to reclaim your personal life. But the good news is that a work/life plan will help your business by allowing you to recharge, reduce your creativity and come back with a clear head and a positive outlook.

**Learn to say no**  
When you learn to not take on more of a workload than you can carry, you'll have more time for meaningful activities.

**Delegate, delegate, delegate**  
If you work longer hours, you must learn to take on more than just the duties of responsibility. The keys to top of charge "taking over" when you take a vacation. Show each other to lighten your load.

**Track your time**  
Take some time with your friends and/or family when you aren't responding your email or phone for work messages.

**Unplug**  
Turn off work-related and personal tools as necessary. Cut the activities you can't handle or delegate.

SOURCES: Bureau of Labor Statistics, Washington Post, Wall Street Journal, Entrepreneur, Business Week Daily

**BOLT** INSURANCE OF AMERICA  
www.BoltInsurance.com



Andrea Cannavina CEO of LegalTypist, Inc., publisher/author [Getting Email Done](#) - a deceptively simple system to process email and get your inbox from overload to organized.

# Balance? New Lawyers Don't Need No Stinkin' Balance!

Watching a kid learn to ride a bike is excruciating. The ones who get on and ride off confidently are rare. More kids teeter and hesitate, start and stop. Their faces tell the story. Squinched-up fear faces. Every time you see them stop pedaling, you know what's coming. They tip. If only they knew what you know, that until they get the pedals turning, they have no control. The acceleration that they're scared of is exactly what they need if they're ever going to get to the fun of riding. You can't steer or balance until the wheels start turning.

It's like that with your practice, too. As a lawyer's coach, it's a conundrum. I want to teach you to be intentional about every aspect of your practice. I ask you to plan, to target where you'll market, what you want to build, and so on. You'll need those good habits in the future.

However, in the beginning, until you've landed clients and built some level of

business- it's very difficult to balance or steer. First, you have to jump in, endure some scary wobbling, some starts and stops. You have to learn to keep pedaling! **So if your practice is in the uncomfortable, pre-survival stage, you need to do whatever it takes to get business in the door.**

The "life" side of work life balance is taken care of, it's the "work" side that is lacking.

Back to the bicycle. Once the kid gets going, it's about practice and experimentation. Knowing where she wants to go. Figuring out the best way to get there. Deciding how fast or slow. Dealing with hills and gears. Watching other bike-riders, learning, trying things out. All the while, dealing with falls, injuries and repairs along the way. Getting in shape. Getting faster. You can see how it all plays out as a practice-building analogy, can't you?



Get some pavement under your wheels. Then, make time to look up and look around. Where are you going? How can you be better, faster, stay on course? How much time are you spending? Is there someone who can help you figure out how to get better? That's when work life balance becomes an equation that has meaning, something you can DO something about.

Yes. You can DO something about your work life balance. It might be a stupid term, it's fashionable to mock it, but

balance isn't an impossible idea. You'll never be "in balance" at any point in time. Sometimes life falls one way, sometimes the other. Over some period of time, you should be able to achieve a balance that works for you. You'll do that with staff, with client selection, with pricing, and by prioritizing relentlessly, You do it by working ON your practice, not just IN it.

(See the *E-myth, Revisited*, by Michael Gerber)

Before you have that minimum mass of work, balance doesn't mean much. You can't observe, learn and manage something that doesn't really exist. So, do be intentional. But don't wait around planning or spend a lot of time worrying about your practice. Get out in the world as a lawyer ready to solve problems. Meet people, listen, learn about them. Tell them what you do. Ask them to help you build your business. Pay attention to doing things "on purpose". Then come and talk to me about balance. I'm a believer.



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**Barbara Nelson** helps entrepreneurial attorneys move their practices from successful amateur to full pro status. If you're interested in finding about the next session of The Practice Target seminar, sign up to receive updates here. <http://successfullysolo.com/subscribe/>

# How To Recognize, Relate, Assimilate and Apply Success Principles

by Napoleon Hill

*Your ability to recognize, relate, assimilate and use the PMA Principles will give you the power to open any door, meet any challenge, overcome any obstacle and achieve wealth, health, happiness and the true riches of life.*

*The PMA Science of Success Course is comprised of seventeen fundamental principles that have stood the test of time. They can be compared to an orchestra that is composed of different sections – strings, brass, woodwinds, and percussion – which complement each other and produce a melodious, full, and pleasant sound. Think of yourself as the maestro of your own orchestra of self-help principles. The ability to recognize, relate, assimilate and apply the PMA principles is your baton. Use it to blend all seventeen principles into a symphony of success – a meaningful and productive life.*

*Like any formula, the R2A2 formula is made up of individual parts. Let's analyze each ingredient.*

**Recognize:** *to identify the principle, idea, or technique*

**Relate:** *to connect or join together; to establish a relationship to your own life*

**Assimilate:** *to make similar or alike; to incorporate; to absorb; to become a part of your thinking and action*

**Apply:** *follow through and act upon*

Each ingredient in the formula is important and has special meaning; when combined, they will lead you to success. By using the formula, you will be able to focus the spotlight on the Success Principles that directed and guided Napoleon Hill and many other successful people to achieve their objectives. The same principles will help you achieve your Definite Major Goals in Life.

## How To Develop The Habit Of Using The R2 A2 Formula

First of all, you need a mental success reflex, a trigger phrase that will immediately direct your mind when you recognize a success principle, idea or technique.

### Example

**Recognize:** I recognize the principle, idea or technique that is being used. It helped someone else—I can see the results—and it will work for me if I use it. "That's for me!"

**Relate:** Ask yourself, "What will the success principle, idea or technique do for me? IMPORTANT: You must relate it to yourself. Start with the most important living person as far as you are concerned: YOU.

**Assimilate:** "How can I use principles, ideas or techniques to achieve my goals or solve my problems? How can I absorb them into my behavior so that they become a part of me? How can I develop a success habit—a success reflex so that the right thing will be done?"

**Apply:** "What action will I take?" "When am I going to start?" Ask yourself these important questions and then follow through with the self-starter: DO IT NOW! Yes, DO IT NOW!

The R2A2 formula should become so ingrained in your mind that you can recognize success principles, ideas, or techniques by listening to a sermon or an inspirational recording, reading a newspaper or magazine article or a self-help book, and by studying the lives of great men and women.

**Remember:** Develop and use your own success reflex by seeking ways to say "That's for me!" . . .

Source: [Napoleon Hill Yesterday and Today Newsletter Issue 327](#)

# Balance ... Not So Much.

As I write this, I am now one week through the two-week period when I am a true solo - our senior attorney is on a cruise around Europe. At his request, I am sending periodic updates to his e-mail address (and checking his e-mail and voice mail messages). I am supposed to be running everything, and hearing from him on June 11, when he is back.

Except, not so much.

I have had e-mails forwarded to me with notes to follow up on them (even though I have either already seen the e-mails from checking his inbox or because they were sent to me as well). I get a daily update stating where in Europe he is, and responding to everything that is going on. He doesn't do this because he worries about how I am running the firm, but because he is struggling with the idea that he can completely unplug for two weeks.

With wi-fi all over the globe, a smartphone or tablet can connect anywhere. Skype and roaming cell plans allow the user to call home from anywhere and check in, or return messages. Clients get our cell phone numbers and want to call at all hours of the night. Quinn Emanuel, in 2009, announced its policy that attorneys should be checking e-mail and at least once an hour when not in the office; that included when the attorneys were spending time with their families - the only exceptions were when the attorneys were asleep, in court, or in a tunnel. This policy gave, as part of its reason, the fact that clients were expecting the attorneys at the firm to be on call, and to be checking e-mail.

I work at a small firm, without such an edict from partners around the globe. Because my office is so close to my daughter's preschool, I have left in the middle of the day to see her sing, or to read to her class. I try to ensure that at least some of my time with her is cell phone-free.

That balance is important to me; the ability to turn off and tune out the clients, and to focus instead on my family is important. It's not easy to do that sometimes though. When a client has a problem, that client wants an answer. My clients are not large corporations, they are small companies and people. The legal issues that they face are very real and are not easily brushed off. Resolution is important to them and they want answers. Not all of them will take kindly to the idea that there is something that you want to do, something that you are prioritizing as more important than their matter. That doesn't mean that you shouldn't prioritize, or that there isn't something more important to you. It just means that, as with all things in the legal profession, discretion is important.

That said, your clients want you to be at the top of your game as well, and you cannot be if all you do is work and not take time for yourself. It's essential that you get away sometimes, and clear your head. It's essential that sometimes, even if it is just for an afternoon, you take off from work and make some time for yourself, and your own hobbies and pursuits.

No matter where you go, the siren's song of the cell phone can be difficult to ignore. It's too easy to, "just take one phone call, because it could be important." Very few attorneys, though, handle matters of life and death, and when we do, rarely are these matters of IMMINENT death. We are not medical doctors, so it is rare that the 8pm phone call cannot wait until 9am the next day. It's all about balancing work and home, and making sure that you can enjoy both of them.

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Random musings: As I write this, the Stanley Cup Playoffs are in full swing. Even though my Islanders have been knocked out, I'm not sure there's any sport that has a better playoff (and yes, I include March Madness in this statement).

Colonial Williamsburg's new commercial is amazingly clever. And if you can't believe me, a former employee, then who can you believe



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**Justin Meyer** is an attorney in Hauppauge, NY who handles trusts and estates and business law matters. He is licensed in NY, NJ and FL, and is enjoying watching the Bruins handle the Penguins with ease. To complain about his obvious hockey bias, you can contact him at [jmeyer@meyeresq.com](mailto:jmeyer@meyeresq.com). To learn more about his practice, please go to <http://www.meyeresq.com>.



# THE DROID LAWYER

## Balance

Remember in *Karate Kid*, where Ralph Macchio does "The Crane" and subdues his opponent? Haven't seen it? You can view the clip here: <http://youtu.be/WCenGKkj3YQ>. "Daniel's" curmudgeon instructor, Mr. Miagi spent countless scenes putting Daniel through mind-numbing tasks like "paint the fence," to prepare his mind and body for karate. Miagi's training was to teach the young student the balance between the karate world and his personal life. The rest of the movie, up to the climactic finish, highlights Daniel's realization and understandings.

I've been a practicing solo/small firm attorney for 5 years. I struck out on my own with a young family - two small children and my wife - knowing there'd be a number of struggles, missteps, and certainly disappointments. My decision to go solo though was a weighted one, deliberate and calculated, based on *balance*.

I knew I lacked the mental, emotional, and physical stamina to etch out a living cramped in a cubicle, chained to "the billable hour." I'd pondered how, if at all, could I balance the emotional needs of my little family with our financial needs. For me, the answer was to work on my own.

Solo practice isn't going to click with everyone, but the need for a stable work-life balance will. With an ever-present technological connectedness, we're far too often letting our work intercede with our life.

I know, "it's just one email," but soon one becomes three, becomes a string of searches on Google, ESPN, Facebook, Twitter, and your local news sites. Pretty soon, the vacation looks an awful lot like work.

Admittedly, I'm not standing on any soapbox here, nor am I casting stones. I'm as guilty, if not guiltier, than the next guy. And it's even more heartbreaking when your kids or family members know that the best way to connect is to "connect" with an email, text, or other social media post. Pathetic, I know.

So here's 5 ways to disconnect and balance family and work:

1. **Disconnect from Digital Devices** - make a rule that all electronics disappear until X o'clock p.m. People understand.
2. **Schedule a Vacation** - too many solos and small firm attorneys fail to take vacations. Your practice is going to survive, and nobody looks admirably at you when you say you haven't vacationed for 5 years. *Get out.*
3. **Pick a Sacred Place** - I don't do business at home or church. Period. If you have a question, you can call me during business hours. Obviously, for close friends I make exceptions, but generally, you can see me outside of my "sacred places."
4. **Learn to Say No** - it's hard to believe, but you will survive if you don't take *this* case. It's okay to be "less than *really* busy." Perhaps, you might even develop a better relationship with those clients you currently have.
5. **Make One Thing the Most Important Thing** - never put things off too much to the point where you've compromised everything to get nothing. Just like the previous 4, you *must* value some *thing* more than money, work, and fame. Pick something. Anything.



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**Jeffrey Taylor** is an attorney in Oklahoma City, Oklahoma, who helps plaintiff's injury clients, small business, and immigrants. Jeff is also the author of *The Droid Lawyer* blog, which discusses Android devices and tips to help lawyers using them. You can follow him on Twitter (@[jeffrey\\_taylor](#)) or on Google+.



## Rural Lawyer: Down Time

*Vacation is what you take when you can't take what you've been taking any longer.*  
-- The Lion

Every so often, I give my silicon babies a few days off while I retreat into the 1950's - granted my living in a small town that discovered 2 Mbs internet access one fall day in 2009 and 10 Mbs some three years later does make this little jaunt a touch easier - and attempt to regain a little balance away from 24/7 availability.

Admittedly, as with all new technology, my time traveling still has a few kinks to work out, the first and foremost being that one can never really shutdown the client communication pipeline entirely; the phone and e-mail seem to take malevolent joy in bringing the latest in client distress at the most inconvenient times - generally when one is three-quarters of the way though changing the oil in the tractor, or half-way through shoveling manure out of the stalls.

Then there are the little tantrums my silicon darlings throw when I leave them to their own devices for too long. My server will work flawlessly for months on end if I'm in the office every day, but take off for a week and the little brat will install two-thirds of the latest software update, up-chuck on some bit off poorly conditioned house current and shutdown all communication with the outside world. This in turn, causes my cell phone, tablet and PDA to start squawking over being cutoff from their data streams, while my backup software simple sends me rude e-mails about it's inability to have

meaningful contact with the server on a nightly basis.

The last hurdle that needs to be addressed is re-entry in to the internet age. A feat that should not be attempted immediately upon arrival back in the office. I find it best - though not completely agreeable - to start slowly and with a large supply of strong tea at hand.

When reentering 2013 first thing in the morning, it is best to start with the fast moving targets (twitter and the like) whose relevancy has the shelf life of a mayfly rather than something that requires decision-making, like the 3,141 e-mails sitting in your inbox. It is tempting to hit ctrl-A and consign all 3,141 of those e-mails to electronic purgatory in a single keystroke - you and I know full well that the majority are from Nigerian princes offering you vast fortunes or off-shore pharmacies hawking sexual performance and weight loss in a pill, but somewhere in that steaming morass is the one important e-mail informing you of the entry of an order, so wait until mid-morning and then run DAFT over your in-box.

I find that, in most cases, I can manage a 5 day trip into technology-lite without my practice devolving into chaos or my electronics rising up in revolt, but I'm thinking that longer trips will require adding staff to the payroll.



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**Bruce M. Cameron** Having decided that going to law school and opening a solo law practice would be a sufficient response to the male midlife crisis, Bruce now practices Collaborative Family Law and Estate Planning in rural Minnesota. When not in the law office, he can be found on his small farm where he and his wife are at the beck and call of a herd of horses, a couple of cats, a few dogs and one extremely spoiled parrot. <http://www.rurallawyer.com>



# The Legal Connection

where legal technology & people connect

## Calendar

|                  |                  |                                                                                              |
|------------------|------------------|----------------------------------------------------------------------------------------------|
| Wed Jun 12, 2013 | 12:30pm – 2:00pm | NYC/Long Island Legal/Solosez Lunch - The Main Event                                         |
| Wed Jun 19, 2013 | 1:00pm – 2:00pm  | Practical Guide to Mobile Marketing for Lawyers - Avvo Free Webinar                          |
| Thu Jun 20, 2013 | 12:00pm – 1:00pm | Ethical Social Media Marketing for Lawyers: Tips and Strategies - Rocket Matter Free Webinar |
| Tue Jun 25, 2013 | 12:00pm – 1:00pm | Technology Timesavers: More Productivity Means More Business - Legal Rainmaker Symposium     |
| Mon Jul 8, 2013  | All day          | LegalTypist 5 Years On Twitter                                                               |
| Tue Jul 16, 2013 | 1:00pm – 2:00pm  | LIVE! Getting Email Done   Andrea Cannavina - LegalTypist AuthorTalks                        |
| Wed Jul 17, 2013 | 12:30pm – 2:00pm | NYC/Long Island Legal/Solosez Lunch - The Main Event, Plainview                              |



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