

THANK YOU!

Referrer Spotlight:

Nathan Evershed

Nathan Evershed is a Partner at Nelson Jones, PLLC, where he specializes in criminal defense.

Before joining Nelson Jones in 2018, Mr. Evershed was a Deputy District Attorney inside the Salt Lake County District Attorney's Office, where he prosecuted high-level felony cases for 11 years. Nathan's experience has allowed him to deliver great results and service to his clients.

In addition to his private practice, Mr. Evershed enjoys serving the public as a pro-tempore member of the Utah Board of Pardons and Parole, where he has served since 2021.

Mr. Evershed has been married to his wonderful wife, Emily, for 21 years. They have 4 sons.

P.S.: The above was from Nate himself. I just want to add that I've known Nate since law school, and he is an incredibly good and sincere man, and a diligent and talented attorney. He is, of course, too humble to say any of this, which it's such a privilege to spotlight him and say it for him.



Attorney Advantage

DEC
2022

HELPING ATTORNEYS BUILD BETTER FIRMS SO THEY LIVE BETTER LIVES

Rule #1: Change Your Mind About Money

Last month, I laid out the problem of the average attorney only collecting about 23% of the hours worked on any given day.

And, let me emphasize, this is a problem.

Our jobs are stressful, and they're made substantially more stressful by not making enough money to provide for our ourselves, our families, and our teams.

On a personal level, I fully understand this problem because I was an average attorney, working average hours, collecting at an average, garbage percentage, and taking home average money, which was never close to enough for the hassle I went through serving thousands of divorce clients.

In 2015, I decided average sucked, and I didn't want to live that life anymore. So, I had to figure out how to change. Honestly, though, I had no idea how to change, because no one had ever admitted they had the same problem I did, much less talked about how to fix it.

After some thought, I decided to start by changing my mindset about money. I realized that early in my legal career, two groups had shaped my thinking about money.

First, law professors. When law professors talk about the practice of law, they usually say something like, "Your first job as an attorney is to do good."



Personally, I don't even know what that means, and I suspect law professors don't either.

Second, the bar association. I have asked hundreds of attorneys from across the U.S. about what their bar associations emphasize, and the answer is almost 100% consistent: pro bono work.

And what do law professors and bar association employees have in common? They're both groups of bureaucrats. That's not meant to be derogatory; it's meant to be explanatory.

Bureaucrats are paid largely regardless of results. Lawyers are paid, or not paid, directly based on results and client service.

So, the two most influential groups that shaped my thoughts — and the thoughts of almost all young attorneys — regarding money were groups of bureaucrats whose jobs do not directly depend on: (1) Acquiring clients, (2) serving those clients well, (3) billing, and (4) collecting so they can pay rent and feed babies.

Ultimately, I had to unlearn everything law professors and bar employees ever said about money and the practice of law.

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Wishing you a merry Christmas from the Brown Family (Marco, Demaree, Elliot, Teddy, and Tristen).

Take a break from lawyering and have a great time with your family. See you next year.

Restaurant Review



Settebello

Right now, I'm in Italy. I'm a diehard Italophile, and I come here as often as possible.

My favorite Italian food: Pizza.

I know, I know, it's very 12-year-old boy, but pizza happens to be the most delicious and beautiful food in the world.

Now, nothing in the US compares to a pizza Margherita from Da Michele, or a starita ripiena from Starita, both located in Naples, but Settebello in Salt Lake makes a pretty darn good pizza. Settebello went through rigorous quality control in order to be certified by the Associazione Verace Pizza Napoletana

(VPN). VPN certification means Settebello is about as close to Neopolitan pizza as you can get in the US.

The real strength of Settebello's pizza is the dough. Most pizza dough in American is an afterthought, but in Italy, the dough is the show. In fact, most of a pizza's flavor comes from how well the dough is treated and aged.

Settebello's dough has nice flavor development to it, which gives the pizza complexity. This coupled with the quality, straight-from-Italy ingredients used, makes eating a Settebello pizza an enjoyable experience.

And, being located close to the Matheson Courthouse, Settebello is a quick and easy lunch destination after a hearing in Salt Lake.

Employee Spotlight: Leilani Whitmer

Leilani always knew she wanted to do family law. In law school at the U she volunteered with Legal Aid, among many other organizations. This led to a job at Legal Aid right out of law school, where Leilani helped abuse victims going through divorce.

After some cajoling, Leilani made the jump from public service to private practice with us here at Brown Family Law. Now, she's an invaluable part of the team, helping clients, helping create systems that make us more effective, and generally helping build us up as her colleagues.

When Leilani isn't working, she spends time with her husband and adorable little daughter. (Her daughter is the smartest little girl, and a joy to have around the office when she visits.)



Improving the Practice of Law: Treating Colleagues Well

"You know, practicing law would be great if it weren't for other attorneys. They make everything so difficult. They're so needlessly confrontational, and, honestly, they make it so hard I don't know if I even want to continue practicing anymore."

Have you ever heard similar statements from attorneys you work with? Have you ever caught yourself expressing the same sentiments?

I know I have.

I sometimes allow other attorneys to drain me and take away the joy of practicing law and serving clients.

Years ago, I realized the problem with this is that I was allowing attorneys who act like jerks to create within me negative emotions and my behaviors, which is not good for me, my team, and my clients.

To counteract the effect jerk attorneys were having on me, I decided to control what I could control. Now, instead of lamenting about other attorneys and what they do, I look to how I can be proactive and improve other attorneys' lives.

I've experimented by doing a lot of different things for colleagues. Some have been successful, some, not so much.

Here are some of the more successful experiments:

1. Hand-written thank-you notes. Nothing beats a hand-written thank-you note for thoughtfulness and memorability.
2. Congratulating a colleague for a big appellate case win.
3. Random, sincere compliments to opposing counsel. You'd think they would be wary about these sorts of compliments, but they love them.
4. Buying lunch for an attorney and the attorney's paralegal and having it delivered to their office.
5. Purchasing pastries for court clerks for the great work they do.
6. Delivering Crumbl cookies for any reason at all.
7. Shout out on social media for mediators when they settle a tough case.
8. Buying flowers when a colleague's child is going through a rough patch.

Honestly, what you do doesn't really matter, as long as you do it with the singular intent to make your colleague's life a little better.

It really is the thought that counts.



What also counts is consistency.

If you do something nice once or twice a year, that's better than nothing. But if you really want to change your attitude toward your colleagues, do something nice for them every day.

Again, it doesn't matter how small the gesture, just that you do it consistently. Consistency will lift your attitude, making you positive and magnetic. Eventually, other attorneys will notice your attitude shift, and they may well follow suit.

One last thing, try systemizing these positive gestures.

For example, at Brown Family Law, during our weekly team meeting, we dedicate time to do nice things to make our colleagues' lives a little better. This is, by far, my favorite time of the week, and it brings our team together like nothing else we do.

So, what will you do today to make a colleague's life better?

Brown Family Law appreciates your referrals

We help our clients going through divorce maximize time with their children, and maximize their money

 **801-685-9999**

Recipe

Best Cranberry Sauce

Christmas is the season of the cranberry sauce. Problem is that most cranberry sauces are gelatinous blobs of blah (think about those can ridges).

This sauce, on the other hand, is easy to make, sweet, acidic, slightly bitter (in a good way), and goes great on all the proteins.

Ingredients

- 1 cup sugar
- 1 12-ounce bag of cranberries
- 1 16-ounce bag of frozen strawberries, thawed
- 2 oranges

Directions

1. Place medium-sized saucepan on the stove over medium heat.
2. Put cranberries in pan and heat through until they start to pop, about five minutes.
3. Stir in sugar and the juice from the oranges. Cook for two minutes.
4. Stir in strawberries. Cook for five minutes, then mash everything together with a spoon or potato masher.
5. Turn heat down to medium-low and cook covered for ten minutes.
6. Pour in to serving bowl, cover with plastic wrap, and let cool in fridge for at least three hours before serving.



Rule #1: Change Your Mind About Money - Continued

In doing this, I came to realize our #1 job as attorneys is this: Get paid. And our #2 job is to do excellent work for our clients.

In fact, success with money is our duty. We have a duty to ourselves to be paid well for the excellent work we do. We have a duty to pay our team well for the excellent work they do. And, we have a duty to provide well for our families.

To be successful with money and get paid 100% for your work, you need to excise anyone who tells you that being successful with money is bad, or that collecting less than 100% is charitable or appropriate.

Let those people go. If you don't, you'll never change your mind about money.

If you still need convincing to help change your mind, try the following thought experiment.

Imagine you have a \$100 bill in your pocket. Now, imagine you have a client who walks up to you and, without your permission, takes that \$100 bill from your pocket.

You would never let that happen. You would get the \$100 back, or you would call the cops.

Now, imagine another scenario. You have done great work for your client, but your client decides not to

pay you \$100 for the excellent work you've done.

For some reason, you allow this, and, instead of asking for the money or calling the cops, you rationalize the client stealing from you, convincing yourself it's okay.

It's not okay.

In both scenarios, your client is stealing from you, your family, and your team. It's just that in the first scenario, you stand up for yourself, your family, and your team, and in the second scenario, you let yourself and those you care about get mugged.

Change your mind and stop letting client steal from you. Get paid 100%.

Time Management: Your Attorney Superpower

Attorneys have an interesting relationship with time.

On the one hand, almost all of us bill based on time spent working on a case. On the other hand, we complain constantly about never having enough time in the day to get things done. I fully understand where those who complain are coming from. I felt the same way for years, that is until I found that time management could become a superpower.

Superpower in the sense that the better you control time, the more your income increases, the more your job satisfaction increases, and the more your stress decreases. The best book I've ever read on the subject of time management is *No B.S. Time Management for Entrepreneurs* by Dan Kennedy.

Kennedy is entertaining and insightful and writes as someone who takes extreme measures to control his environment and his time, and reaps massive pecuniary success because of it.

Slaying Time Vampires

Perhaps the biggest takeaway in Kennedy's book is this: You must slay time vampires.

Time vampires are those people at the office who suck you dry with:

1. Random questions ("Do you have a minute?" "Can I ask you a quick question?")
2. Random stories
3. Office gossip
4. Water cooler talk
5. Complaints about their personal problems
6. Etc., etc., etc.

You let these people suck up your time because you don't want to appear rude. Well, you know what? The vampires are being rude to you. They are literally stealing your time, which is your money.

What are the four most effective ways to kill time vampires?

1. Close your door, lock it, and don't open it. People will knock. Don't answer. It will be awkward for a few days, then people will get the hint and stop knocking.
2. Make a point to appear very, very busy. The busier you appear, the less likely time vampires are to disturb you.
3. When a vampire asks you, "Do you have a minute?" say, "I apologize. I'm really busy right now, and I can only deal with 9 and 10 level problems. If it's not a 9 or 10, let's meet tomorrow at 4 p.m. and talk for 5 minutes." The vampire will leave and find someone else to suck dry.
4. Close your firm's internal communication tool (email, Slack, instant messenger) and don't check it. The world will not end, and you will not get fired, for doing truly productive work instead of responding instantly to meaningless messages from time vampires.

If none of this works, then employ the nuclear option: Get lost. Literally, if the vampires can't find you, they can't suck your time dry.

Do whatever it takes.

Minimizing Other Distractions

Kennedy cites a study regarding workplace distractions, and the findings are chilling.

The average worker is distracted by something at work every 3 minutes, 45 seconds, which translates to 137 times in an 8-hour workday. Assume every distraction consumes 2 minutes of your time, that's 274 minutes — 4.6 hours — per day that you aren't working on the task you had intended to work on. You may think attorneys are different than the average worker, but I see no evidence of this. In fact, almost all attorneys I know live in a constant state of distraction all day, every day, and it makes it impossible for them to complete meaningful, deep work for clients.

What are the two most common items attorneys allow to distract them?

1. Email
2. Social Media

If you allow it, email will consume your entire day. Attorneys become addicted to checking emails, answering emails immediately, and getting in email fights with other attorneys. The simplest way to tame the email beast is to only check email two times per day — at noon and at 4 p.m. Take care of emails at noon and 4, then shut your email down.

If you feel anxiety about this, let clients and other attorneys know your email checking schedule. They'll understand.

And, then there's social media.

If email is a time suck, at least it has the benefit of often being tangentially related to your cases. Social media is nothing more than drugs for the masses, and consuming it only hurts you. Increasing research elucidates the terrible effects social media has on the brain, making it almost impossible for users to concentrate. In fact, social media is designed specifically to keep you from productive tasks, all so social media companies can monetize you and your time. Social media is to the brain what Twinkies are to the body.

You would never consume Twinkies multiple times per day because you know the damage it would do to your body, but the average person can't go 30 minutes without checking Facebook, Instagram, or Tik Tok. 30 minutes. That's 16 check-ins during an average workday. Please, stop consuming social media. If you can't do that, please, please don't consume it at work.

Your time is too valuable. Your mind is too valuable.

P.S.: If you would like a copy of Dan Kennedy's No B.S. Guide to Time Management for Entrepreneurs, call me — 801.685.9999 — and I'll send you a copy. Seriously, I love this book so much that I bought a bunch of copies so I could gift them to colleagues.

