



BUILDINGBLOCKS

BUILD.
NOT
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BUSINESS FORMATION ■ BUSINESS GROWTH ■ INTERNAL LEGAL COUNSEL

MARCH 2019

VOLUME 4 ISSUE 3

What Others Are Saying About Love Law Firm

"I would not hesitate to recommend your firm to anyone looking for attentive, professional legal advice with the added touch of concern and kindness."

Jennifer V.

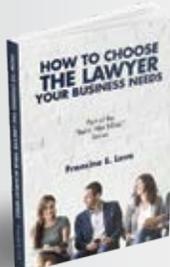
"I have never worked with a lawyer who is so passionate about helping not only her clients, but her friends, community, family, and basically anyone she meets. If you are doubtful that honest lawyers exist, you probably have not had the pleasure of working with Francine Love and her associates."

Laura K.

Thank You For Your Referrals

No business can grow and thrive without people who believe in it and refer their friends, colleagues and family. Thank you to Dan, Josh, Marci, Theresa, and Trevor for your trust and referrals!

Request a FREE copy of "How To Choose The Lawyer Your Business Needs"



Francine describes 8 key qualities and traits to look for in an attorney to help you grow your small business - whether new or established. Her free e-book, **How To Choose**

The Lawyer Your Business Needs, is an insider's guide for business owners, entrepreneurs, and their advisors, that provides insight on how to make this important choice.

Request your free copy today at www.lovelawfirmpllc.com/reports

C is for Caleb

by Francine Love

In our little family, 3 of the 4 of us are born in March. I'm the 9th, Caleb is the 10th, and Maryann is the 19th. (Keagan has June all to herself.) We will be in party mode throughout the month.

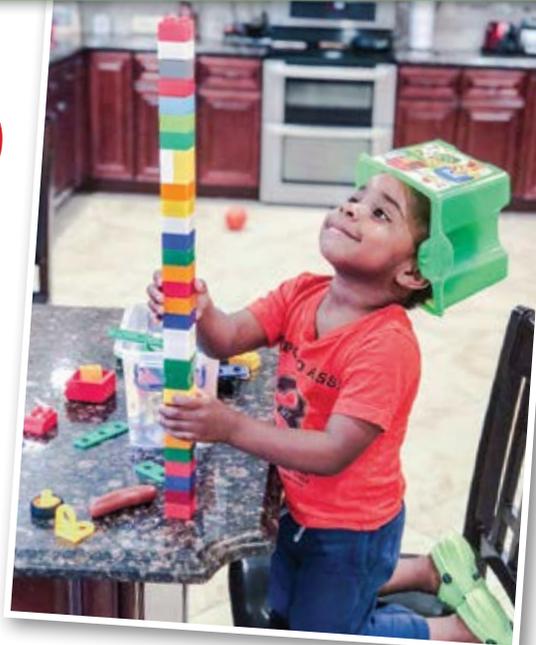
In celebration of Caleb's 4th birthday, I'd like to share 4 things he has taught me:

1 Greet everyone with a smile. My son was blessed with an amazing smile. I love when I take him to preschool and he flashes it at his teachers, then calls out, "Good morning!" They melt each time he does that. People love to be greeted warmly, with a smile, and a dash of pizzazz.

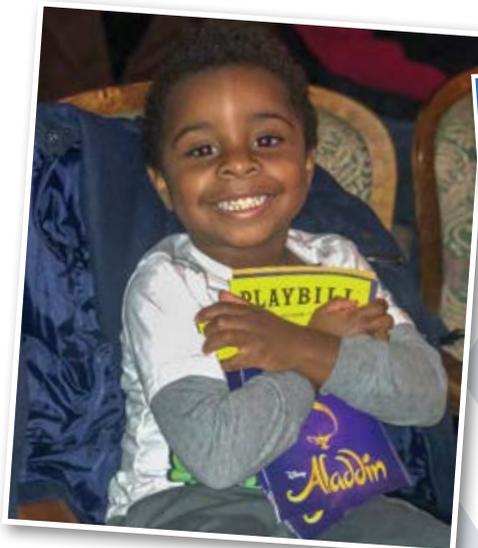
2 Have a couple close friends. Caleb has his ABCs in preschool. They are Arjun, Brody and Caleb. These 3 boys play together, eat together, sit in circle time next to each other, save each other spots in work stations ... they are tight. I recently read that women in the workforce excel when they have several close female friends that support them in their endeavors. Quite frankly, that just makes sense.

3 Don't be afraid to solicit applause. My son loves singing. After *Hamilton*, his favorite musicals are *Aladdin*, *The Lion King* and *Frozen*. When we're driving, I will put on a favorite song and he will belt it out. You really haven't lived until you hear his rendition of *Hakuna Matata* (I cameo as Pumbaa in it). It is magical. And when he is done, he wants applause.

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Caleb builds. Not billed.



Caleb loves the Genie!



me and my boy

Be LOVED by Francine Love

If you are a client of the firm, you'll soon be hearing about, if you haven't already, our "I am BeLOVED" program. **One of the (many) benefits is having discounts or other incentives to work with some of the best businesses here in New York.** Here is a listing of the initial participating businesses. **Thank you to all of the owners and entrepreneurs who are supporting LOVE LAW FIRM's efforts to bring extra value to our clients!**



Businesses that help you run your firm:

- 1 Cardworks Merchant Services – Alan Goldberg
- 2 Cornerstone Wealth – Theresa Steinkamp
- 3 Eagle Group Planning – Matthew Casselli
- 4 Garland Public Affairs – Christopher Garland
- 5 GP Coaching – Gina Pigott
- 6 iSpeak Clearly – Anne Marie Strauss
- 7 Nannette Watts, CPA, PC – Nannette Watts
- 8 PGS Printing – Glenn Pollack
- 9 Plowshare Communications – Chip Massey
- 10 Premiere Payroll Solutions – Mike D'Onofrio
- 11 Red Penguin Books – Stephanie Larkin
- 12 Sea Star Strategy – Kathy Casale
- 13 Suzanne LoBiondo CPA PC – Suzanne LoBiondo

Businesses that make your life easier, better, and healthier:

- 14 Care Answered – Nicole Christensen
- 15 Concierge Lifestyle – Sandra Nunes
- 16 Life Spa Chiropractic – Dr. Esther Jiminez
- 17 Quality LIFE Home Health Care – Jamie Rogers
- 18 Wellsys NY – Alan Goldberg

Business that make you look and smell good:

- 19 Copper Faucet Soap – Jill Staffin
- 20 Five Equals Ten – Doug Morris
- 21 Loreto Caceres Photography – Loreto Caceres
- 22 Truth Alone Clothing - Donald Taffurelli

Businesses that make your home your home:

- 23 Douglas Elliman – Monica McMahon
- 24 Floors, Decors & More – Jo Haramis
- 25 Good Day Fence – Mary Bongiorno

And a business that helps you just be cool:

- 26 New Rage Cycles – Justin Vogel



Francine with a number of her Be LOVED business owners. Back row – Suzanne (#13), Nannette (#7), Francine, Liz, Sandra (#15) and Stephanie (#11); Front row – Anne Marie (#6), Roxanne, Kathy (#12) and Nicole (#14). These women are incredible!

So many of the business owners above are my personal friends and people I do business with regularly. They are the best!

If you're a client, **go to lovelawfirmpllc.com/belovedbiz to find out more details** about each of the offers and how to access them! Watch for this newsletter in the coming months to learn more about each of participating companies!

And if you're a business owner wondering – why am I not a Be LOVED Business? – reach out to me for an application! We'd love to have you! #GetBeLOVED «

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C is for Caleb

Wild applause. And if I forget because, well, I am driving, he will insist upon it. We all need to be recognized when we've given our whole heart and effort into something. I'm glad he wants it.

4 Rituals are important. Every night before bed, I ask him three questions: "Who loves you?" Answer – you do! "How much do I love you?" Answer – too much! "And how long will I love

you?" Answer – Forever and ever and ever! He knows it cold. I want it to permeate him so that he never ever questions it. I want it to be in his DNA. We all need things that we simply know at our core and never question.

Getting to be his mom is one of the best things that has ever happened to me. Happy Birthday, Caleb! I can't wait for all you will teach me! «

Caleb loves firm mascot, Seamus.





Chip Massey

Letters to the Editor

“Francine – Okay, it is not fair that one professional would send a colleague something intended to make her cry – while working at her desk! I just read your newsletter (fantastic as always) but the Seamus section really got me! How darn adorable and perfectly appropriate to all business owners. Spot on, friend! Although, you owe me some tissues now.” – Liz V.

Francine – Seamus is delighted you liked his article. He sends paws, kisses and belly rubs to your Windsor and Ernie.

“Hi, Francine. Hope all is well with you and that 2019 is a good year. Congrats on the success of your GoFundMe efforts. Sounds like a really great cause.” – Eric S.

Francine – Thank you, Eric, for your contribution! And thanks again to everyone who made it a great success for the families we helped!

“Hi, Francine, I received your newsletter today. One of the quotes you referred to in there really resonated with me, ‘Life is 10 percent what happens to you and 90 percent how you react.’ I shared it with my loved ones. Thank you for making my day a bit brighter without knowing it. Hope all is well on your end.” – Lina S.

Francine – Now you’ve made my day, Lina!

We all get lots of mail every day. Thank you to all who take time to send me such wonderful notes! ~ Francine

SMALL BUSINESS TIPS

by Francine Love

I asked **Chip Massey** of **Plowshare Communications** for his best tips on effective communication during a crisis or tense negotiation. His answer, “**MORE PIE.**” While I agree that pie is often an effective solution to many of life’s problems, here’s what he actually had in mind:

M = Minimal Encouragers. Use brief sounds that let people know you are listening. This builds trust.

O = Open Ended Questions. Don’t ask questions that can be answered “yes” or “no”. Get and keep them talking.

R = Reflecting. Repeat the last 3 words said to show understanding and encourage more.

E = Emotional Labeling. Always label the emotion heard, “You sound upset.” This can help defuse the emotions and allow everyone to understand them.

P = Paraphrasing. Put their meaning into your own words and say it back to them. This establishes that you have been listening and trying to understand them.

I = “I” Messages. When confronting bad behavior without finger pointing say, “I feel ... when you ... because ...” Don’t accuse.

E = Effective Pauses & Summary. Give space for answers and for reflection when saying something meaningful. Don’t be in a rush to speak all the time. To quote *The Princess Bride*, “Let me explain. No, there is too much. Let me sum up.” Don’t explain to the other side. ☞

Thanks for the tips, Chip! If you have a tip to make business better, write me at francine@lovelawfirmpllc.com. #ShareYourWisdom



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Dear Friends,

We have so much to celebrate this month. As you can see, we've launched the premiere issue of our new and improved newsletter. Seamus and I are already getting into the St. Patrick's Day spirit.

And to top it all off, we get to celebrate three March birthdays in our little family. The birthday boy, Caleb, has a lot to teach us (see pg. 1).

Here's to a prosperous March!

~ Francine



Seamus

#FamousSeamus

I'm an expert on luck. Clearly, that's true because my name is Seamus and I have a bit o' the Irish in me. I want to offer my 3 insights on luck:

- 1 Always be on the lookout for luck.** I am an expert at this. At meal times, I position myself squarely under my two small humans. I know by keeping a keen eye out, I will get lucky with some table scraps coming my way – whether they mean to or not.
- 2 Focus on the positive.** Sometimes a setback really isn't a setback. When my sister Zeppy beats me onto my favorite doggy bed, I don't get mad and walk away. No way. Instead, I crawl up on top of her and use her as my pillow. I'm lucky because now I get to snuggle.
- 3 Live in the present.** Some days aren't complete winners, even for me. If, for whatever reason, I didn't get to have my requisite eleven belly rubs, three butt scratches, and quarter pound of treats for a day, and then I dwell on that the next day and get all grumpy-faced, I will

miss out on my requisite eleven belly rubs, three butt scratches, and quarter pound of treats for that next day. As my human says, "Your past doesn't dictate your future unless you live there." And I don't want to live anywhere but with my humans.



Seamus and his sister/pillow Zeppole

As the Irish say, "May your pockets be heavy and your heart be light, may good luck pursue you each day and night." **Happy St. Pawtrick's Day to all!** ☪

~ Seamus