



BUILDINGBLOCKS

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BUSINESS FORMATION ■ BUSINESS GROWTH ■ INTERNAL LEGAL COUNSEL

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VOLUME 5 ISSUE 1

What Others Are Saying About Love Law Firm

"We have had the pleasure of working with Love Law Firm for three years. Francine has been supportive since the start. As a first time business owner, she has helped us every step of the way and has assisted us in expanding our services in our community. She is responsive and always goes the extra mile to help us serve our clients. She is trust worthy and empathetic. Definitely use her services to make your business dreams a reality."

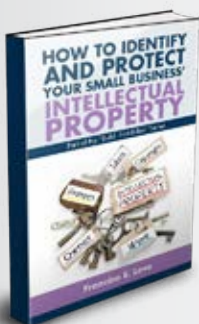
NTC Language Services

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 Alex, Marci, Suzanne and Catherine for your trust and referrals!

FREE EBOOK!

How to Identify and Protect Your Small Business' IP



Francine shares how to identify the intellectual property in your small business – copyrights, trademarks, patents, trade secrets – and how to protect them!

Order your copy today! Email me at francine@lovelawfirmpllc.com

"When Life Is Good Again"

by Francine Love

I'm a lifelong Dolly Parton fan. Even before she helped fund the Moderna vaccine, before she helped strengthen communities of color, before she helped millions of children worldwide to read, before she advocated for women in the workplace, long before any of that.

I trace my love of Dolly back to her "Here You Come Again" album of 1977. My family owned it in 8-track tape format, because we were fancy, and we listened to it on long road trips to the relatives. I must say, 1977 was a phenomenal year: Dolly's album, *Star Wars* (before it became *Star Wars: A New Hope*), and the Apple II was released, but I digress.

Dolly is also an inspirational entrepreneur. I didn't realize that back in 1977, but I so admire her for that today. She created multiple income streams for herself long before that was a thing: singer; songwriter; producer; actress; author; perfume designer; theme park owner; hotelier; spa owner; real estate investor; and more. With more than 3,000 songwriting credits, she knew that her most important asset was her intellectual property and she has fiercely protected it.

In 1974, Dolly composed one of the greatest songs ever written, "I Will Always Love You."

Colonel Tom Parker wanted the song for his famous client, Elvis Presley. He invited Dolly down to the studio to hear Elvis sing it, an experience that brought Dolly to tears.

But there was a catch. Colonel Parker demanded that Dolly give up half of the publishing rights to the song. Dolly refused. In the end, Elvis didn't sing the song, but Whitney Houston did. And sang the heck out of it, in fact. That single recording earned Dolly over \$10 million because she held onto her rights.

Like many songwriters, Dolly wrote about the impact of the pandemic. Her song "When Life Is Good Again" has played in our home many times during this terrible period. But one line has struck me each time, "You want rainbows, you'll get rain."

For me, this newsletter is one such rainbow after the rain. I've missed communicating with you, my friends, family and clients in this way. I hope you take this newsletter as it is offered – some simple signposts on your entrepreneurial journey. I am so glad to be a small part of your success story! ❖



Life is always good when I'm with Maryann, Keagan and Caleb.

To your continued success,
~ Francine

10 TIPS as You SPRINT to the FINISH

by Francine Love

The days are getting shorter, pumpkin spice everything is reappearing, and you and your small business will soon be caught up in a whirlwind of winter activities and preparations.

Before you know it, it will be time to close the books for the year. If you want to start the new year strong, you can help make that happen by finishing the old year strong. Here are 10 tips to help you make the annual transition smoother.

- 1 **Review your business plan.** Don't have one? Write one now. Have one? Review it and see how you're doing.
- 2 **Take care of your inventory.** If you're a business selling physical goods, take time to inspect your inventory. Are there broken, obsolete, outdated pieces? Make a plan for them.
- 3 **Review your accounts receivable.** Be sure to keep your payments coming in on a timely basis. People get distracted during the holidays, make sure they don't forget to pay you!
- 4 **Do an employer practices audit.** If you have employees, it's time to check your personnel records. New hires, terminations, promotions, bonuses, policies, procedures, classifications. Get it all right. We can help!
- 5 **Get your marketing list in order.** Do you have a list of people who like to hear from you? Don't let people who are fans slip away due to inattention.



If you want to start the new year strong, you can help make that happen by finishing the old year strong.

- 6 **Review your budget.** Now's the time to plan your budget for 2022. You should have enough data from this year to help you make the right projections for next year.
- 7 **Review your marketing strategy.** Just like a business plan, you need a marketing strategy. If you don't have one, time to write one.
- 8 **Back up your computers.** Take the time to make sure you are protected against disasters – natural and man-made. Back up your data so that nothing can take you out of business for long.
- 9 **Be kind to your accountant.** Start pulling together the documents your accountant will need and want for your taxes. Organize them in a coherent fashion. Be kind. This is the person who helps you save money.
- 10 **Show your customers your appreciation.** It doesn't have to be extravagant. Even a simple thank you is appreciated. But let people know you are grateful for their business. «»

A more robust version of this article, with links to helpful resources, is on my website at www.lovelawfirmpllc.com/library/sprint.cfm

Good News!

August was a great month for the firm! We WON Best Corporate Law Firm and Best Business Formation Law Firm – for the SECOND YEAR IN A ROW! – from the Long Island Business News' Readers Rankings. Thank you to everyone who voted for me!

I also received the AV Preeminent rating from Martindale-Hubbell, and they also presented me with the Client Champion – Platinum Level award at the same time.

The Martindale-Hubbell Lawyer Rating System lets prospective clients learn what other attorneys think about a lawyer they consider hiring. AV Preeminent is the highest possible rating that a lawyer can receive from industry standard ranking system. It recognizes outstanding professional excellence, skill and integrity.

My rank as a Client Champion – Platinum Level reflects the experience of clients who have entrusted me with their legal matters. It also is the highest rating offered. Thank you to all the clients who submitted reviews for that ranking! «»



Incredible Fundraiser for Children in Foster Care!



A duffel bag may not seem like much until you do not have one. In fact, it can make the difference between self-esteem and embarrassment for children in foster care. These children are already not in their home, not with their family, and now what little they have is often in a garbage bag. The message that "your life has the same importance as garbage" arrives in unmistakable terms.

To help alleviate this problem, Maryann – my incredible spouse – organized our firm's most recent fundraiser with the goal of providing 100 duffel bags to Hope for Youth (HFY), a non-profit that serves children in foster care



here on Long Island. The duffel bags were filled with a comforting blanket and teddy bear along with toiletries, some toys and a leather-bound notebook for journaling.

When we started shopping for our own children's "back to school" supplies, we decided we needed to provide 100 backpacks with school supplies to HFY as well. The backpacks provided essentials that help make learning possible even when life events discourage it.

We asked friends, family and clients of the firm to help us meet this audacious goal. And, wow, did you come through! The generous donations filled a 10-foot U-haul truck. The people at HFY were astounded by your generosity.

In fact, everyone gave so much, we had extra money. We asked HFY what else they needed, and the answer was heartbreaking – shoes. Maryann utilized her extreme bargain hunting skills once more and was able to buy 50 pairs of quality, name brand, athletic shoes for children in care. As Maryann said throughout this effort, "We are only as strong as we are together."

A duffel bag may not seem like much, but it gives a child something personal to keep and a sense of dignity. It tells them that someone cares. It tells them they are not disposable.

Thank you all for your generosity and your trust in our efforts! ♡



*The people
at HFY
were
astounded
by your
generosity.*



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Dear Friends,

Welcome back to Building Blocks! I hope you find this newsletter fun and informative!

If you have a topic you'd like covered, let me know! And don't forget to get out and enjoy the multiple fun things the season has to offer!



To your continued success,

~ Francine

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Isn't It Time You Learned To Love Your Lawyer?®

#FamousSeamus

I love treats.

I guess that's obvious, but, I *really* love them. When I hear the treat jar rattle – and I know that sound well – I come running. Whatever else I'm doing, it stops. It could be something important – like chewing my favorite bone, or trying to catch a sky raisin outside, or napping on my soft bed. It doesn't matter. I never pass up an opportunity for a treat.

Treats aren't just about the food. I come running not only because I get my cookie, but my human always scratches behind my right ear right where I like it, and she calls me her handsome boy. It's the whole package.

During this pandemic I've had the opportunity to observe my humans more. Seriously, how can I miss them if they never go away? But one thing I noticed – it's very easy for all of them to do more work – work-work, schoolwork, housework – work, work, work. It's a way to forget things that are bothering you; to feel like you have control over a situation.

But you know what's also important? Treats.

It's the time spent reading a book for pleasure, watching a TV show, reading to your little humans, petting your favorite dog. It's picking pumpkins with the family or eating apple pie. It's doing all the things that remind you why what you do is important.

You didn't start a business to have a job, **you started a business to create a life** for your family.

And *that's* the ultimate treat. »

*Paws and kisses,
~ Seamus*



Seamus is always ready for a treat!