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What Others Are Saying About Love Law Firm

"Francine is an exceptional attorney. She has helped me with countless client issues over the years. Her ability to handle a wide range of business (or personal) needs is beyond valuable – and this is what makes her my go-to attorney. She is the first person I call when I need anything. Also she is so enjoyable to work with – which is tough to say with many attorneys. She listens to challenges, is patient working through solutions, and is always looking out for the client's best interest. There is no one I would rather work with!"

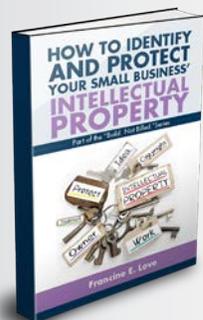
~ Theresa Steinkamp, CPA

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 Marci, Dan, Dorie, Suzanne, and Matt 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

What's On Your Calendar?

by Francine Love

There's something magical about the start of the year. You look at the calendar and you see all the blank pages, the open time slots, the empty days; you see possibility. The year is yours. You can create anything.

Then, of course, life happens. And all sorts of things flood your calendar. Appointments you'd rather not have, meetings you'd hoped to avoid, and deadlines. Always deadlines.

The bright spots on any calendar are always the holidays, birthdays and anniversaries. But with only a dozen Federal holidays and a limited supply of birthdays and anniversaries in any family, you can have almost eleven months of uncelebrated days left in a year.

That's why our family has been on a quest to have a fun memory for every day. We have a running "Day in the Love-O'Keefes" list that we hang up under our whiteboard calendar in the kitchen. On it, we have the events that happened that month in our family.

A few examples:

- On January 2, 2021, Mare and the kids did our version of the Abbey Road photo.
- May 12, 2012 saw our beloved bulldog Satchmo enjoying his floatie in the pool.
- Apple picking with family was fun on October 8, 2011.

The way it works is magical. I may have a deadline that is looming on January 30, but on that day 18 years ago, I met Mare and the best part of my life began. Busy day of getting things done on July 11? That's okay, our family wore our "Best ... Ever" t-shirts proudly a year ago.

Every day is becoming associated with something wonderful or funny. We are working on building as many memories as possible to celebrate every day. The most we have on one day is six (on two days, in fact) and a few days have five. We have 21 days without anything. Our goal now is to knock at least a few of those off each year. Yes, we plan fun things for our empty days.

Why do I share this? Owning a business is hard work. It is not for the faint of heart. This world has so many negative messages bombarding us from all sides. We must protect ourselves and remember what – who – is most important. Our businesses exist to serve our lives, not vice versa.

In 2022, my wish for each of you is to fill your days with events that bring you joy. This will make building your business all the easier. ☞



Keagan, Maryann and Caleb channeling Abbey Road - 2021



Satchmo enjoying his pool safely - 2012



Apple picking - 2011



Francine & Maryann's first photo - 2004



Francine, Maryann, Caleb & Keagan's favorite T-shirts - 2021

To your continued success,

~ Francine



Francine Love

Around the Firm

by Francine Love

On November 19, 2021, I was recognized by *Long Island Business News* in its **“Leadership In Law”** selections as a sole practitioner.

The LIBN says, “Experience counts. Dedication, hard work, skill, tenacity and excellence are expected. Compassion is essential. The Leadership in Law Award recognizes all of these qualities and is dedicated to those individuals whose leadership, both in the legal profession and in the community, has had a positive impact on Long Island. Recipients of this award demonstrate outstanding achievements, involvement in their profession, support of the community and mentoring.”

It was an honor to be included among the recipients of this award, especially as my dear friend and colleague, Elizabeth Vaz (Vaz Law, Family Law and Mediation), was also recognized for her practice.

I realize what a gift I have every day being able to do work I enjoy for a client base I love serving.

Thank you for letting me live my dream! ❖



Congratulations, Liz! Well earned!



Welcome to the “Corner Workshop”, a new feature in our newsletter. Here we will present solutions to business questions or concerns. If you have a question you’d like answered here, email me at francine@lovelawfirmpllc.com. Questions chosen get a surprise!

How do I handle a threatened lawsuit?

“I’m going to sue you!” These are the words that you never want to hear as a business owner. You don’t want a business partner to say it, or a vendor, employee, and certainly not a customer.

Often this is a threat designed to get your attention. Clearly, this person is upset and they want you to focus on what they are saying. We know that most people who say this are blowing off steam – they won’t really sue; lawsuits are messy, lengthy and expensive.

But what should you do when someone makes a threat like this?

Do you laugh and say, “Bring it!” Do you immediately capitulate and give them everything they want? Do you threaten to fire them, terminate their contract, or sue them for more?

[Disclaimer: There is a time and place for litigation. Sometimes it’s the only way to resolve a situation. But useless, mindless and reactionary litigation isn’t good for anyone.]

What does a successful business owner do when threatened with a lawsuit? She CoPES.

1 - Communicate

Threats are a powerful attention-seeking action. See through it and start a conversation. Sometimes it really is a misunderstanding.

2 - Politely

It’s easy to want to retaliate, name call, threaten and the like. It won’t help, and it can make matters worse. The Golden Rule wins this round.

3 - Without Escalation

Don’t add fuel to the fire. Enough said.

4 - Stay off Social media

Alice Roosevelt Longworth is said to have embroidered on a pillow, “If you can’t say something good about someone, sit right here by me.” But whatever you do, don’t post on social media about the wrong you’ve suffered.

If you’ve tried to resolve the issue without success, or if the threat is credible and not just someone blowing off steam, **call us immediately**. We can help you navigate the next steps which may determine whether you end up being sued, or if the issue can be resolved. Time is often of the essence.

To learn more about this topic, as well as tips on using mediation to resolve disputes, go to our website at: <https://www.lovelawfirmpllc.com/blog/how-to-avoid-unnecessary-business-litigation.cfm> ❖

QUICK FIX

by Francine Love

Want to raise the professional image of your business? Try these 4 quick fixes.

1 - Use an email address that is associated with your domain name. Nothing screams hobby or amateur more than using @gmail or @yahoo for your business. Indeed, some licensed professions are courting malpractice claims by using those emails. Email me for more information, if that applies to you.

2 - Claim your Google My Business profile. Why not improve your results in searches and get more business? Google rewards those who play in its space. It also serves as proof of line in internet searches and you can get 5-star reviews that way!

3 - Set up your LinkedIn profile so other professionals or businesses can find you easier. Be sure to get your customized url while you're at it.

4 - Claim all your social media handles. Even if you don't plan on using Instagram at least have the handle for your business so someone else doesn't take it and cause confusion. ❖

BUSINESS BOOKSHELF

by Francine Love



The Long Game by Dorie Clark

(ISBN: 9781647820572)

I will start with an admission – I'm a Dorie Clark fan. One of the best business books I've ever read – and implemented with great success in my business – is *Entrepreneurial You*. I even had the pleasure of hosting Dorie at an event in November 2017 right after its release and hearing her elucidate on it. Everyone who was there thought she was incredible.

The Long Game is another book that I will look back and say was instrumental to my firm's success. The premise is how convert to long-term thinking in a very short-term oriented world. Essentially, Dorie is guiding her readers through habits that will breed success. Not the usual get-rich-quick trope that is doled out by far too many so-called management gurus.



Dorie Clark and Francine Love (2017)

To get to success, we first have to understand what that looks like for us individually. Too often we are far too busy to ever spend the time we need to focus on our ultimate goals. Learning to say no is hard, but Dorie provides criteria by which we can judge activities to determine whether or not they are contributing to our strategic outcome.

Once we clear the space in our mind – and our calendars – to be able to grow, we need to do the goal setting. I love the point she makes: “*What would ultimate success look like?* – we can create an honest road map for ourselves. It might take five years, or ten, or twenty. **But that time will pass anyway.**” (emphasis added) This is key. Time is relentless. It will march on, whether we want it to or not. So if we are bound to move forward, why not harness time's intrinsic power and create the life we want?

The book is filled with examples of people, including the author, who have played *The Long Game* and won. Dorie shares their strategies and how we can implement them in our own businesses. Dorie has long advocated for scanning the horizon for opportunity. The principles in *The Long Game* focus on giving, rather than taking; doing the deep work, rather than hoping that surface gloss will get you through; and being creative in defining what success looks for you.

If you email me and say “Dorie rocks” in the subject line, you'll be entered into a drawing for a free autographed copy of the book. Everyone else, go get your copy now! ❖



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Dear Friends,

Our wish for you and yours in this New Year:

May you **LOVE** the path you take,
May you defy the **LAW** of averages,
May you hold **FIRM** to your vision,
And may you have an amazing 2022!



To your continued success,
~ Francine

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

#FamousSeamus

Most people love me for my good looks. I get it. Bulldogs are handsome, majestic creatures. We epitomize strength, bravery, loyalty. People look at me and see the visage of great leaders like Winston Churchill. We are nobility personified.

But underlying these good looks, in many of my kind, are problems from poor management of the breed. Too many of us suffer from bad joints, skin infections, and even worse breathing. We look good on the outside, but it often masks our structural problems.

I've realized that this happens in small business as well. On the outside, the business looks good. It may have people who love its products and services, it may have a slick website, a great social media presence, it may even have buzz. But the core is sick.

What makes it so? Not realizing that **your business exists to serve you** and not vice versa.

Too many people refer to their small business as their "baby." It is not. A business should not be the owner's focus of unconditional love and sacrifice. A business exists to serve

its owner, to provide for its owner's needs first and foremost.

Clearly, not a baby.

If a business does not make money, does not grow, does not improve, it should not be coddled. It should not be sacrificed for. We need to expect more from it. **Too often small business owners merely own a job.** Owning a job is rotten at its core. It may look good, but it is all surface.

Good looks are nice; good bones are better. ☞

*Paws and kisses,
~ Seamus*



Seamus exhibiting true nobility.