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MARCH 2022

VOLUME 6 ISSUE 2

What Others Are Saying About Love Law Firm

"I was very impressed how Francine asked all the right questions to understand my business and therefore do an excellent job of negotiating the sale. It could not have gone better!"

~ **Frank Curatolo**

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, Walt, Wendy, Rita, Lauren, Peter, and Theresa for your trust and referrals!

FREE EBOOK!

How to Market Your Small Business - 28 Tips & 7 Legal Requirements for New Entrepreneurs



Francine shares helpful resources and important legal considerations when marketing your business.

Order your copy today! Email me

at francine@lovelawfirmpllc.com

Creating Your Own Luck

by Francine Love

"I'm a great believer in luck, and I find the harder I work the more I have of it." – Unknown



Luck is a curious thing. Like time, we always seem to want more of it. People look for luck in some of the oddest places (lucky hat, jersey, charm, coin, 4 leaf clover), but the truth is, it's right in front of us. **We, quite literally, have the power to make our own luck.**

In my experience, hard work often comes into play. I love the above quote, often attributed to Thomas Jefferson, for that very reason. **Work creates opportunity.** Who's more likely to get "lucky" and hit a hole in one? The occasional duffer or the committed golfer who is hitting the links every weekend? Is it really luck that causes Serena Williams' serves to be so powerful?

Practice makes lucky. Emily Dickinson wrote about that more artfully than me (as you would expect) when she said, "Luck is not chance. It's Toil. Fortune's expensive smile is earned."

Sometimes luck is created by simply changing our perspective. Author Cormac McCarthy said, "You never know what worse luck your bad luck has saved you from." It's a humorous sentiment, but it demonstrates a great way to keep our spirits high despite a tough situation.

I often think of the old story about two competing shoe salesmen who are sent to a distant land to scout out the territory. One sends back a telegram to the home office: "Situation hopeless. No one here wears shoes." The other sends back a different telegram: "Unlimited opportunity! They have no shoes!"

Perspective helps us see our luck. Benjamin and Rosamund Zander wrote one of my favorite books "*The Art of Possibility*." In it, they argue that everything in life is invented (meaning, it is all about perspective). And, in that case, **why not invent something wonderful?** Why not imagine a life of possibility, rather than a life of limitation?

This isn't to say that every time you work hard that you are going to get the results you want, or that you can "happy think" your way to success. **Luck is more mystical than that; it's not a straight quid pro quo.**

Instead, hard work creates opportunities for the universe to reward you in ways you may least expect. Perspective helps you recognize it. That's the luck – the discovery, the "aha!" moment when you see how it has all turned out.

This March, I wish you all the luck in the world. But the truth is you don't really need it. ❧

To your continued success,

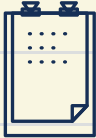
~ Francine

CORNER WORKSHOP

LOVE LAW
FIRM PLLC

Welcome to the “Corner Workshop”, a regular 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!

Psst ... Can You Keep A Secret?



A non-disclosure agreement (“NDA”), also called a confidentiality agreement, is a legally binding contract that creates a confidential relationship. NDAs provide protection for your confidential information against disclosure, and recourse if disclosure takes place.

An NDA can be used by business owners with employees who may be privy to sensitive information about the company – including customer lists, pricing, procedures, and marketing efforts. It would prevent the employee from sharing this confidential information—particularly with the competition. The NDA would then continue to be in effect after the termination of employment for a period of time. NDAs can be entered into from the moment an employee, or independent contractor, joins a team.

In addition, NDAs are frequently used when a business is about to enter into negotiations with other businesses. This permits the parties to disclose sensitive and proprietary information without the unmitigated risk of it being given to competitors or used against their interests. Here protected information may include financial data,

product technology in development, and marketing results, to name a few.



The two main benefits of non-disclosure agreements are confidentiality and protection.

An important step is clearly defining what constitutes confidential information. You want to be sure you protect what needs to be protected. Other important terms are any exclusions from confidential information, how confidential information is to be used under the NDA, and the timeframe that the NDA is in effect.

NDAs aren’t a panacea and NDAs may not be worthwhile for start-ups trying to raise funding as most venture capitalists will refuse to sign them for a number of reasons.

If you have questions about NDAs and keeping your sensitive company information secret, reach out and schedule a call. **You’ve worked hard to build your business. Protect it.**

If you have a topic you’d like covered here, email me at francine@lovelawfirmpllc.com! ♦

Reader Feedback

“Thanks for always sending me a newsletter. I read every issue and this last one was no exception. ... It is you through and through. Congrats.” ~ Sylvia

“If I have to pick what I enjoy it’s the way you allow us into your life, the legal and the private. In a not so good time in my life I found you and will be eternally grateful!!” ~ Kathleen P.

“Just read your newsletter and loved it as always. After reading it I decided my husband and I are the human incarnations of Shiloh and Seamus. Shiloh must be my spirit animal ~ ‘unrealistically optimistic.’ Shiloh and I don’t care if the world is going to hell in a hand-basket, we’re just glad we had a chance to be with good people for the ride!” ~ Kathy

“BTW: your newsletters are amazing.” ~ Kathleen Fordyce, copywriter

Emails are always appreciated. Send them to francine@lovelawfirmpllc.com. Let me know what you’d like to see in the newsletter! ♦ ♦ ♦

QUICK FIX

by Francine Love

Let It Go!

I used to joke with our oil service repairman that we were auditioning for the television show "Hoarders" with the amount of crap that was in our basement. One good water heater eruption helped us with that problem (story for another day), but in cleaning out the debris, I learned a few lessons that are very applicable to our businesses.

1 - Don't put it down, put it away. We are all deluged with emails, files, papers and the like throughout the day. Don't just look at something and put it down on a flat space near you, put it where it goes: into a file, into the shredder, through the scanner to be kept digitally. *Process it the first time.*

2 - Save the trees. I've tried to go as paperless as possible in my practice. If you ever have to move or close your business, you'll be so happy to not have boxes of paper to wade through. Having a digital footprint and archive is so much easier to maintain and transfer. *Invest in a good scanner, keep it near where you read your mail. Use Adobe or other e-signature processes. Personally, I love the audit trail they create. Get a second monitor for your computer so you don't have to print a file to be able to refer to it while working on another.*

3 - Have a document destruction policy. Make a decision about how long you are going to keep certain documents and then follow it. Some things you need to keep for taxes, legal, audit or regulatory purposes. *But the rest, get rid of.* If you need help creating such a policy, reach out. We'll be glad to help.

You'll be glad to have an uncluttered business. ♦

BUSINESS BOOKSHELF

Free Time by Jenny Blake

(ISBN: 1646870662)

Who doesn't want more free time? Who doesn't want to work smarter, put time and effort into what actually matters, and still have enough time left to live your life? Jenny Blake, in her third book, lays out a plan to help you recapture free time, and transform your business and your life.

Jenny is an inspirational entrepreneur. She has focused on building a heart-based business that enriches not only her own life, but the lives of others. "Free Time" helps business owners focus on what they value and how they want to spend their finite amount of time and energy, how to create outcomes that are repeatable and sustainable, and finally how to release yourself from as many tasks as possible.

In the book, Jenny has many inspirational examples of entrepreneurs who are having lives enriched by their businesses, rather than being held captive by them. As we've discussed many times in this newsletter, you didn't become an entrepreneur to own a job; you became an entrepreneur to build a life that serves you and your family.

Jenny has a number of resources available as well, both in the book and online. On a personal note, I can assure you that Jenny is the real deal. **The positivity, creativity and systems-based solutions she discusses in the book are all real.** She is one of my favorite entrepreneurs to learn from and a relief from the get-rich-quick-at-any-costs nonsense that so many business "gurus" spew out. You don't want to miss this book!

If you email me "I Need Free Time!", you'll be entered into a drawing to win one of 5 autographed copies. ♦



Jenny Blake and Francine Love

CONTEST WINNERS

Congratulations to Sylvia, Kathleen, and Kathy! Each received a \$25 Amazon gift card, and each of you made my day!



626 RXR Plaza, Fl 6
Uniondale, NY 11556

516-697-4828
lovelawfirmpllc.com

While my focus is helping you grow your business, if you have other legal needs, reach out! If I can't help you, I have attorney friends who can. You never have to try to find someone on your own. Remember, you have an inside track.

~ Francine



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

#FamousSeamus

My humans have been focused on luck this month. They've talked about it, celebrated being Irish, looked for 4 leaf clovers, and wished upon stars. It's funny hearing them this way. They're already the luckiest family I know.

For example, there's the story of how my emotional support human (Francine) met her person (Maryann). It was on a cold, winter night after being in a van that was T-boned in an icy intersection. She went to meet a friend who didn't show up. But that's not the story our family tells. Francine talks about seeing Maryann in a spill of moonlight and simply *knowing*.

Or take when they wanted to grow their family. We don't talk about wasting two years at an adoption agency that provided no results. Instead, we talk about going to Patty's 40th birthday party, getting there early and talking to Danny and Doreen, who just happened to have a sister who recently adopted through another agency. They tell the story of being at that new agency the very next week and having Keagan come home less than 3 months later.

There's also the story of Caleb's arrival. They had waited almost a year on that application. They decided to withdraw

it on March 31 so that they could focus on just being a happy family of three. Caleb was born on March 10. That story is the phone call saying, "Congratulations, you have a son," when it was least expected.

Right time, right place, right people.

Being part of the Love-O'Keefe clan, I've learned that **the stories we tell ourselves and each other matter**. It's too easy to tell stories of adversity and leave out the triumph. Or, worse, fail to even recognize the triumph.

Life is what you make of it. **May as well make yourself the hero of your own story.** This is why I'm known as Famous Seamus. «

*Paws and kisses,
~Seamus*

