

Your Business Matters

September 2021

New Location, New Name

Same Quality Service

Even though this happened back in May, I haven't quite had a chance to announce it in my newsletter until now: Alexander Abramson has moved! We are also changing the name of the firm, but I'll get to that a little bit later.

We decided that moving was the best option for a few reasons. First, with our former location being in the heart of downtown, we had a number of clients and visitors complain about parking. It wasn't convenient, and there was quite a walk from parking to our office. At our new location, however, we have plenty of free surface-level parking right in front of the office.

Second, the new location is just far more convenient. We're a quarter of a mile from the East-West Expressway just on the east side of the SR 417, slightly less than 10 miles from the Orlando city center. If you're coming to our office from downtown, it will only take 10 minutes more — less than it took to get parked at the old location. Plus, because the new location also is much closer to my home, I can ride my bike to work almost every day.

Third, we're approaching the new space in light of the way that COVID-19 changed the way people work. We are working to use less paper in this new environment, and we can accommodate video and in-person conferences now.

We are always striving to be on the forefront of delivering legal services in ways that clients want — a 21st century client-centered practice — and have designed this office space to be emblematic of those values. We are a firm that, like our clients, spends money wisely, and with purpose, on the things that matter. In short, our new office is more modern, both in how it looks, feels, and is used.



With our new office space also comes a new name. Susan Abramson, who has been a business attorney for over three decades, is retiring from the practice of law. After a long, successful career like hers, we wish her the best in her retirement. So, since she'll no longer be with the firm, we've changed our name to **Alexander Business Law**.

And, as if all that isn't enough, we've added an associate attorney, Joshua Grimm, to our team. We'll fully introduce you to Joshua in a future article.

So, while the name and location are different, you can rest assured the quality service you've come to expect from us will continue!

-Ed Alexander

Is Your Business Running the Way You Want It To?

Follow the Road to Optimization



Is your business *optimized*? You might scratch your head and ask, “What does that even mean?” In terms of your business, it can mean a dozen different things.

But let’s define it and make it concrete: Is your business doing what *you* want? While “small-business optimization” can mean a number of things, that first question, “Is your business optimized?” points you to other questions you need to ask: Have your marketing endeavors paid off? Are your employees working cohesively as a team? Are you hitting your financial goals? If you can answer “yes” to these questions, then your business is likely optimized.

However, if you’re answering “no,” then your business needs some work. Here’s how you can remove obstacles and achieve optimization.

Identify the Problem

If your business, in part or whole, is running inefficiently, you must identify the source of the problem. If you won’t hit your Q2 sales goal, there is a reason. For example, your current marketing campaign may have a kink in it — it may be poorly targeted and/or on the wrong platform, or maybe it’s just a bad offer.

The challenge is getting to the actual source of the problem. It’s like back pain — you can throw painkillers at it, but the fundamental problem remains, and the pain will inevitably return. Find the source and you’ll be able to correct the problem.

Make a Plan

Once you’ve identified the problem, you can create a plan to overcome it — and put your business on the path you intended. It’s important to have a plan for every area you want

to optimize — whether you have an ongoing problem or that area of the business simply isn’t running smoothly.

Coming back to the marketing campaign example, let’s say the campaign was poorly targeted and now you’re going to miss your Q2 sales goal. You’re just not reaching your ideal customers. Why? Maybe you’re missing key data — the demographic data was wrong or out of date, or you’re leaning too heavily into the wrong platform (i.e., you’ve used Instagram when Facebook would have made more sense).

Fill in the holes and re-strategize. It may be as simple as realigning the campaign or starting over. The same applies to systems and processes within your business.



Follow Your Road Map

It may sound simple, but it rarely is. You need the tools, resources, and support of your team (just as your team needs *your* support) to put your plan into action. If you want any part of your business to become optimized, the pieces must fit together. If your team needs help, get them that help.

The road map should also offer flexibility in the event that you run into any roadblocks, and it should have enough guidance to get your business from point A to point B. The plan needs to be detailed but not too detailed because you don’t want to give yourself room to cut corners (which can be tempting when you want to save time and/or money). When you cut corners, you’re liable to miss a step, which could end up setting you back or putting you right where you started.

Optimizing your small business isn’t easy, but if you want it to run the way you intended, it’s absolutely necessary. Walk through these steps and you’ll achieve that wonderful thing called optimization.

HAVE A *Laugh*



American mystery spot destinations have a strange foothold history in U.S. culture. The most famous mystery spot, with its own paranormal and physics-based oddities, is in Santa Cruz, California, but it has cousins in Oregon, West Virginia, and Michigan. Each one has phenomena that are not easily explained — drawing thousands of people every year to come and witness the strange happenings (for a fee, of course).

“Roadside attractions” of all kinds have been all the rage since people began to tour America by car. That’s why many of them have updated over the years to suit changing tastes — such as the Michigan St. Ignace Mystery Spot’s addition of zip lines and other attractions.

Today, mystery spots continue to draw attention. The best way to decide, of course, is to visit one of these mystery spots for yourself!

5 Ways to Fit Extra Movement Into Your Day

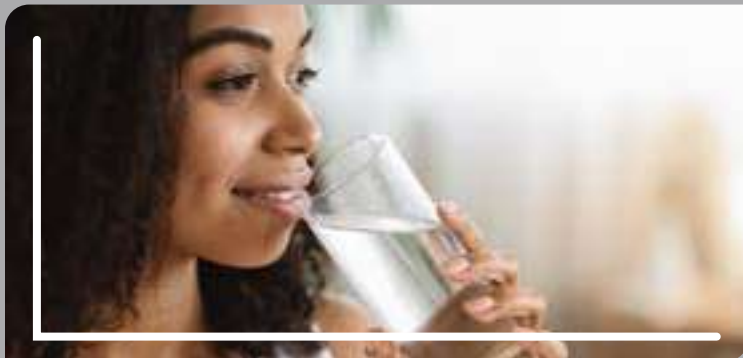
If you’re restless at your desk, extra exercise and movement might be exactly what the doctor ordered. Even just a little bit of unplanned movement every day can help boost your mood and maintain good blood circulation. Here are five ways you can fit in extra movement without losing your productivity!

No. 1: Park farther away.

It might be more convenient to park as close to your destination as you can, but parking farther away can add some extra steps. It’s a small difference that certainly can’t replace regular cardio, but it doesn’t hurt either!

No. 2: Drink more water.

Drinking plenty of water is healthy for flushing out bacteria in your system, but it’s also a great way of helping you get



up from your desk. The more water you drink, the more times you’ll have to refill it in your kitchen or at the watercooler. And, on your way back to your workspace, take the long way around to say hi to your coworkers!

No. 3: Stretch in doorways.

Our shoulders and neck can quickly get sore from the amount of time we spend slouching in front of our screens. An easy way to relieve the stress is to press your hands on either side of a door frame, then lean forward as far as you can. If you don’t have a doorway to use, you can try doing shoulder shrugs or neck rolls right at your desk to ease some stress or even just clear your head.

No. 4: Do more calf raises.

One of the easiest exercises to do in public or at home are calf raises. Do this by simply raising your feet high off the ground one at a time. Squats and lunges are also easy to do but may require more flexible clothing than you’re wearing and a space where you can move freely.

No. 5: Walk for all of your phone calls.

Sometimes, people start walking naturally while they’re on a phone call. Why not make it an intentional movement every time you take a call? Studies show that walking will keep your body in high gear by encouraging energy and productivity!

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You Are My Sunshine

Positive Marketing in 2021

Positive marketing is a tactic that has been around for a long while, but in today's world, it might be more powerful than ever. We're constantly surrounded by terrible news about our nation, society, and the entire world, and people can definitely use more positive forces and content in their lives. Will your brand be there for them? What are other brands doing to provide positive marketing to their customers?

Empowerment and Inclusivity

In the 2000s, positive marketing was all about looking at the world through rose-tinted glasses. A great example of this is McDonald's "I'm Lovin' It" campaign. It's not a bad thing to create a wonderful, positive image of your brand and the world it lives in — so long as you're keeping up with people's idea of a better world, too.

Today, positivity is closely related to empowerment and inclusivity. What is "empowerment"? When you empower someone, you're likely doing two things: making them feel accepted and encouraging them to succeed. Doing this helps imbue them with positive energy, and it even makes the world feel like a better place for a little while.

That's the ultimate thinking behind a lot of inclusive empowerment and positivity marketing today. And why wouldn't you want to shop at a brand that makes you feel great? According to Accenture, over 41% of consumers "have



shifted their business away from a retailer that does not reflect how important [identity and diversity] is to them." The same study showed that 29% of consumers are willing to switch brands if they don't showcase enough diversity.

If you're not sure where to start, try showing support for local support groups, women's shelters, or free mental health clinics — it's a great, positive way of supporting your community's well-being!

Build Influence Through Positivity

If your brand produces positive, feel-good content, people will tend to listen. Make sure to optimize your marketing by using social media to regularly post content relevant to both your business and your local efforts. Building engagement takes a lot of time and effort, but it can pay off in massive ways. You never know when a business's content will go viral.

Consumers are exceedingly picky in 2021, but positivity will always win the day. Show your customers that they're valued, and many will make sure to return the favor.