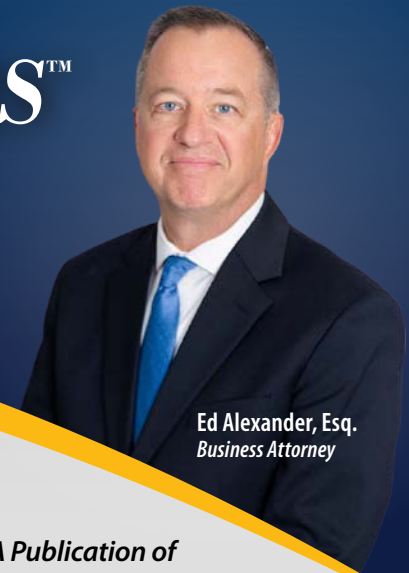


YOUR BUSINESS MATTERS™

Enjoy Your Business and Your Life



Ed Alexander, Esq.
Business Attorney



What My Daughter's Wedding in Bellagio, Italy, Teaches About **BUSINESS MANAGEMENT**

By Ed Alexander

In early June, Faith and I traveled to Bellagio on Lake Como in Italy, to attend our oldest daughter's wedding. Britt and her husband, Jason, were married at Villa del Balbianello, an 18th century mansion with gardens right on the lake.

It was a 'fairy tale' event with perfect weather, an Italian dignitary performing an official Italian ceremony, Italian Tenor singers, boat taxis, and three dinners.

And it was coordinated from 4,900 miles away.

To complete this feat, they:

- » *Hired a local wedding planner who'd put together hundreds of weddings in the Lake Como area,*
- » *Paid the planner what she was worth – a significant fee,*
- » *Gave the planner high level input – what they wanted for the wedding – but let her coordinate everything,*
- » *Made one trip to the area to preview options and make selections, and*
- » *Trusted the planner to get it done.*

Don't get me wrong, it wasn't perfect. Things came up – big things – but the planner took care of it all. She had contacts in the area and knew which vendors to trust and the full range of options – she had subject matter expertise.

Now, could they have 'done it themselves?' Certainly, but at what cost?

They're both successful business owners. So, focusing on wedding planning which doesn't generate as much revenue as their businesses is a losing proposition.

Plus, they couldn't get access to the planner's relationships.

As a business or law firm owner, its important to:

1. *know your hourly rate– how much you generate per hour working on your highest and best activities (typically, the 'on-your-business' activities) – this is usually 20% of the things you do,*

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SCAN ME

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Learn to simplify the complex world of law firm management and ownership transitions so you can create the life and business you really want.

PATHWAYS TO PARTNERSHIP SUCCESS

Alexander Business Law specializes in empowering law firm and business owners to exit, expand, and maximize profitability. Our founder, Ed Alexander, has guided countless entrepreneurs toward achieving both personal freedom and financial prosperity. Our approach focuses on helping you enjoy your business and your life. Reach out to us at (407) 649-7777 or Info@AlexanderBusinessLaw.com.



WHEN YOUR DAUGHTER INSISTS ON A DESTINATION WEDDING IN ITALY!

By Faith Alexander

When our daughter first got engaged, I became very excited about planning her upcoming wedding. I had plans for a big Florida wedding, inviting our large extended family and friends from all around the state. I pictured everyone that knew the bride and groom for their entire lives being present for the ceremony and a big reception. I wanted her to have the perfect wedding.

Here's what happened instead....

several months after the engagement, my daughter told me that she was dreaming of a destination wedding in Italy! In fact, she was insisting on a destination wedding in Italy. All my plans were dashed, and I had to reevaluate what I wanted to what my daughter wanted for "her wedding".

So, this past June, Ed and I traveled to Italy to celebrate their wedding. My daughter dreamed of a destination wedding in Bellagio, Italy, and that is exactly what she had. I have to say it is a majestic destination with the mountains and quaint, old Italian towns surrounding scenic Lake Como. We spent a week there exploring Bellagio, visiting Varenna and Tremezzina, and enjoying boating on beautiful Lake Como. The weather was perfect, and the vibe was exciting.

In addition to the bride and groom, they had 35 guests travel to their destination wedding. Not the big wedding I had envisioned, but all their close friends came, and a small number of family members traveled to Italy, as well. There were boat rides on Lake Como, a beautiful, private dinner for both sets of parents, and a celebratory welcome party at La Tirlandana for all the guests. The wedding took place at the 18th century Villa del Balbianello. The venue was beautiful, historic, and memorable. **It was more than the perfect wedding; it was a fairytale wedding!**

And more importantly, my daughter, Brittany, and her new husband, Jason, had the destination wedding they insisted on! □



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What My Daughter's Wedding in Bellagio, Italy, Teaches About Business Management

2. hire highly experienced people to perform those tasks that either aren't your highest and best activities or require a relationship you don't have, and trust those people until they give you a reason not to,
3. pay an above-average wage or fee to get those tasks completed properly and on time, and
4. allocate time to managing and reviewing the work of those people.

Even though your expense will be 'above average,' because you'll be able to focus on higher value work, you'll actually make more money through this process. In other words, trying to do everything yourself actually costs you money and is a losing proposition. □

— Ed

WHAT OTHERS ARE SAYING ABOUT ALEXANDER BUSINESS LAW*

Help for Complicated Business Legal Issues

We were looking for an attorney who can assist us with some complicated business legal issues. Based on a recommendation, we selected Ed Alexander. Everything that has been done for us has lived up to the great recommendation. The staff has all been professional and polite. All of our questions have been timely answered. We have always been given the time we need to understand the process. I would highly recommend Ed and his team.

– Robert Geller

Third Time's the Charm!

By Faith Alexander

Since we were going to be traveling to Europe this summer, Ed and I decided to try our luck a third time and booked a cruise sailing around the British Isles. We booked this same cruise in 2020, and needless to say, that cruise got cancelled. Then we rebooked the same cruise in 2022, and we tested positive for Covid and had to cancel again.



But third time's the charm. We booked it again this year and we finally made it on to the ship!

After our week in Italy, we flew to Amsterdam where the cruise departed. The ship headed to Scotland, and then all the way around the UK with stops in Ireland, Wales, and then through the English Channel. The weather was unseasonably cold but, you all know Ed, that didn't stop us from biking around Amsterdam, Edinburgh, Belfast, Liverpool and Guernsey. My daughter, Courtney and her boyfriend, Josh, met up with us for a canal ride in Amsterdam and we visited the historic windmills. In Scotland, we

shared a wee dram with my daughter, Brittany and her husband, Jason, at the Waldorf in Edinburgh. We visited the Titanic Museum in Belfast, took a Beatles bike tour in Liverpool, and saw the White Cliffs of Dover and Dover Castle. There was a stop in Holyhead, Wales, which was unexpectedly a fun place to spend the day. We had some fantastic Irish stew, good beer, and met lots of interesting travelers along our way.

It was a great way to spend some time out of the Florida heat this summer



and enjoy the cool and interesting British way of life. Being out of the office for almost a full month took a lot of planning. Finally, taking this trip was well worth it. □

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**TRUST IS THE MOST
VALUABLE GIFT YOU
CAN GIVE**

This month, we'd like to thank **Ed Kainen** for believing we are the right firm to help his friends and business colleagues. Trust is the most valuable gift you can give. Thank you for trusting us to care of the people you refer to us. If we can help anyone you know that needs our services, please send them our way!

Hello from Ed Alexander

This summer, my daughter Brittany (@LawyerBritt) got married in beautiful Italy, with her sister Courtney as the Maid of Honor. Thanks to my dance lessons, I managed a decent father-daughter dance. After the wedding, Faith and I enjoyed a wonderful trip around the British Isles, exploring Scotland, Ireland, and England. At the end of August, I'm looking forward to a biking trip in the New York Catskill Mountains. I'll tell you all about my adventures in the next newsletter.

- Ed



Faith and I at Dover Castle



**New Podcast Episode:
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Love with Attorney
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