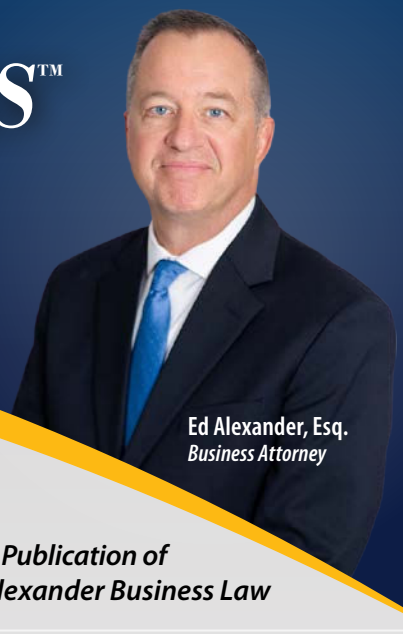
YOUR BUSINESS *MATTERS*™

Enjoy Your Business and Your Life



Ed Alexander, Esq.
Business Attorney

A Publication of
Alexander Business Law

February 2025

The Power of Small Actions: BUILDING a FIRM that SERVES YOUR LIFE

By Ed Alexander

Time has a way of revealing our mental blind spots about progress. We often wildly overestimate what we can accomplish in a year while dramatically underestimating what consistent small actions can achieve over five years.

This mindset trap particularly impacts succession planning for law firms and businesses. Owners frequently delay starting because the end goal seems overwhelming, or they believe they can pull everything together quickly when needed.

However, sudden exits often result in:

- Selling at a steep discount or getting nothing for years of hard work,
- Having to pay firm expenses long after operations have ceased,
- Losing the ability to control the timing and terms of exit,
- Leaving employees suddenly unemployed, and
- Compromising retirement lifestyle due to reduced proceeds

Instead, consistent small actions, started early, compound to create massive positive change in your firm's value and your quality of life.

Consider Bill, a small law firm owner who loved his firm but wanted more freedom to travel with his wife. At 60, he began implementing small but strategic changes: documenting key processes, gradually shifting client relationships to a team approach, and systematically training his team. Five years later, he had successfully created an operation that wasn't dependent upon him while maintaining his income. Today he

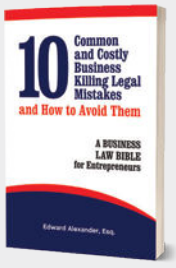
— continued on page 3

SCAN ME

Listen to the Law Deals Podcast *with Ed Alexander*

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

AVOID COSTLY LEGAL MISTAKES



This free guide provides insights into the costliest legal mistakes entrepreneurs make, offering clear solutions to protect your business and help it grow. Discover how to protect your interests, navigate partnership disputes, and plan for a successful exit. Don't let legal missteps undermine your hard work. Request your FREE guide now by calling **(407) 649-7777** or by visiting **https://orlandobusinesslawyer.com/10-business-killing-legal-mistakes**

FROM CHAOS TO ORGANIZATION: MY JOURNEY TO TRANSFORM OUR SCHEDULING SYSTEM

By Gabriela Tavarez

At the beginning of this year, our team faced a challenge that I think many small businesses and law firms can relate to: a chaotic calendar. Our managing attorney, Ed, was feeling the strain of an unstructured schedule. There was little room to breathe between meetings, client calls, and project deadlines. It was clear something had to change—and I decided to tackle it head-on.

I started brainstorming solutions and researching tools and strategies to bring structure and balance to Ed's calendar. My efforts resulted in a transformation from chaos to organization that not only improved Ed's workflow but also elevated our client satisfaction. Here's how I made it happen.

The first thing I did was redefine how Ed's time was spent with the concept of **Communicator Days** and **Creator Days**. On Communicator Days, Ed's schedule is reserved for client meetings, team check-ins, and external communications. This allows him to focus on being fully present for clients without the distraction of unrelated projects. On Creator Days, Ed's time is protected for deep work, such as drafting contracts, preparing for client matters, and working on long-term business strategies. This uninterrupted time allows for greater focus and productivity. By separating these two modes of work, Ed can approach each day with a clear purpose and avoid the mental whiplash of switching between tasks.

To further improve efficiency, we implemented a scheduling tool called CozyCal. This program syncs directly with Ed's calendar, allowing clients to book meetings at their convenience while automatically updating his schedule. CozyCal also allows us to set parameters for meeting types, durations, and available time slots, ensuring Ed's schedule aligned with his priorities and avoided overbooking.

It didn't stop there. I regularly reviewed the calendar system, gathered feedback, and made adjustments. This iterative approach ensured the system remained effective and adapted to our evolving needs.

By the end of 2024, these efforts had transformed our calendar into a well-oiled machine. We had more control over Ed's time, and the structured schedule allowed him to be more attentive to both clients and creative projects. Importantly, client satisfaction improved significantly as meetings were punctual, communication streamlined, and deadlines consistently met.

If you're struggling with calendar chaos, here are ways you can implement similar changes in your business:

- **Redefine Your Workdays:** Identify specific types of workdays. Consider separating your time into Communicator Days for meetings and Creator Days for deep work. This helps you focus better and avoid the stress of task-switching.
- **Use a Scheduling Tool:** Implement a program like CozyCal, Calendly, or Acuity Scheduling to streamline meeting bookings. These tools allow you to set boundaries around your availability and automate the process of updating your calendar.
- **Set Boundaries:** Clearly define when you're available for different tasks. For example, block out uninterrupted time for deep work and limit meeting times to specific windows. Communicate these boundaries to your team and clients.
- **Review and Refine Regularly:** Make it a habit to assess how well your calendar system is working. Solicit feedback from your team, review what's been effective, and be open to adjusting your approach as needed.
- **Prioritize Client Experience:** Remember that an organized calendar benefits your clients as much as it benefits you. Punctuality, preparedness, and focused attention go a long way toward improving client satisfaction.

By taking these steps, you can regain control of your schedule, improve your workflow, and, most importantly, enjoy your business and your life. As my journey has shown, a little organization goes a long way. □

WHAT OTHERS ARE SAYING ABOUT ALEXANDER BUSINESS LAW*

Smart, Talented and Diligent

"Ed Alexander leads an amazingly smart, talented and diligent team!"

- Attorney Ed Kainen

QUOTE OF THE MONTH

Success consists of going from failure to failure without loss of enthusiasm"

- WINSTON CHURCHILL

"I love you more than coffee, but please don't make me prove it."

Wishing you a happy Valentine's Day from the team at Alexander Business Law.

— continued from page 1

The Power of Small Actions: Building a Firm that Serves Your Life

continues doing the work he enjoys on his own terms and his firm is a valuable and salable asset.

Five years of consistent small improvements can transform a firm from owner-dependent to systems-driven, from stressful to enjoyable, from unsaleable to highly valuable.

An analogy is getting in shape – crash diets rarely work for long, but small sustainable changes in diet and exercise create lasting transformation. Similarly, trying to implement massive changes all at once usually fails. But small changes are achievable and sustainable.

Five years of consistent small improvements can transform a firm from owner-dependent to systems-driven, from stressful to enjoyable, from unsaleable to highly valuable.

Small changes can include:

» Implementing systematic marketing to build "know, like, and trust,"

» Documenting one key process each quarter,

» Changing to a team approach for producing the work,

» Training team members and gradually increasing responsibilities, and

» Tracking and monitoring data to show key firm indicators.

The benefits extend far beyond just preparing for an exit. Working on just a few of these areas will reduce your stress as systems replace chaos, create more time for family and personal interests, and increase profits. You'll also have greater confidence in your personal and professional future.

The key is to start long before you think you need to. While five years might seem like a long timeline, it'll be here before you know it.

Ready to start building a firm that better serves your life? Call us at **407-649-7777** to schedule a Strategy Session. We'll help you identify small actions that you can use to create a firm that serves you so you can enjoy your business and your life. □

The ***Your Business Matters***™ Newsletter is a publication of Alexander Business Law. This publication is intended to educate the general public about business law and other issues. It is for information purposes only and is not intended to be legal advice. The information in this newsletter may be freely copied and distributed as long as the newsletter is copied in its entirety.

Design by Zine (www.zinemarketing.com). Copyright 2025 by Alexander Business Law.

* *Not all results are provided and not all clients have provided testimonials, the results are not necessarily representative of results obtained by the lawyer, and a prospective client's individual facts and circumstances may differ from the matter in which the results and the testimonials are provided.*

ALEXANDER BUSINESS LAW

11602 Lake Underhill Road #102
Orlando, FL 32825

Call (407) 649-7777
www.AlexanderBusinessLaw.com

A Personal Message from Ed Alexander

Last December, I put together a list of personal goals for 2025. One of the big ones is a century (100 miles) bike ride. While I've done metric centuries (62 miles) from time to time, it's a big jump to 100 miles. To get there, I've enrolled in Couch-2-Century training that will culminate in a century ride this September in Amelia Island. I'll let you know how it's going.

On the business side, we'll continue our focus helping business owners and professionals navigate partnerships and business ownership transitions and achieve their goals. Thank you for trusting us to be part of your journey.

– Ed

WE TAKE CARE OF THE PEOPLE YOU REFER TO US

This month, we'd like to thank **Stacey Schwartz, Esq.** and **Glenn Finch** for believing we are the right firm to help their friends and business colleagues. Your support gives us the ability to reach more individuals and make a positive difference in their lives. If we can help anyone you know that needs our services, please send them our way!

The number one question we get from Law Firm owners is:

"HOW MUCH IS MY FIRM WORTH?"

The **Law Firm Value Calculator** gives you access to the information YOU need to calculate the value of your largest asset.

An unplanned exit will be an unprofitable exit. Determining what your firm is worth before you're ready to sell will help you prepare for a successful exit of your law firm.

SCAN ME

Calculate the Value of Your Law Firm Today!

Download a free copy of our Law Firm Value Calculator to learn what your firm is worth and the benefits of starting early!

www.alexanderbusinesslaw.com/LawFirmValueCalculator