YOUR BUSINESS *MATTERS*™

Enjoy Your Business and Your Life



Ed Alexander, Esq.
Business Attorney

A Publication of Alexander Business Law

April 2025



Ed sponsoring at the Appraisal Institute, August 2021

20 Years of Alexander Business Law

By Ed Alexander

I'm proud to say that on March 5, 2025, my law firm turned 20 years old!

Back in 2005, knowing that most small businesses die an early death, my immediate focus when I started was getting clients. I set up multiple business development coffee meetings and lunches every week. I sent an e-newsletter to everyone on my list, something quite new at the time.

Even before the doors opened, I'd prepared a booklet titled "Ten Common and Costly Business Killing Legal Mistakes" and a corresponding presentation. I contacted every Rotary Club, Chamber of Commerce, and other community organizations looking to speak on the topic and to hand out the booklet. It created a steady stream of small business clients. Eventually, it became my first book. I've now authored a total of six books and one booklet, not to mention a plethora of articles.

At first, I was in a rented office located inside a friend's law office. Almost immediately, I hired a part-time assistant who was a college sorority student. Eventually, she came on full time and the firm grew little by little. What started out as Edward Alexander, P.A., became the Entrepreneurship Law Firm as we grew, and

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The Guide to Selling Your Florida Law Practice first edition



Bioluminescent Kayak Trip, July 2016



Ed presenting at the 2024 Great Legal Marketing Summit in Phoenix, Arizona



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.

Create Your Ideal Exit: Whether You Sell or Stay



At Alexander Business Law, exiting your practice doesn't always mean selling. For 20 years, we've helped business owners transition in ways that fit their lives—whether by selling or restructuring to focus on what they enjoy. Explore real success stories and envision your ideal path. Call **(407) 649-7777** or visit **LawFirmExitSuccess.com** to see how we can help unlock your success today.

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20 Years of Alexander Business Law



then Alexander Abramson PLLC when I brought on a partner, and finally Alexander Business Law today.

Now, the firm is located in our own office condo in East Orlando, and we have three attorneys, a paralegal, a legal assistant, a marketing assistant, and a firm administrator.

Some of our team building events have included axe throwing, a chocolate museum tour and tasting, and an escape room experience. We even hosted a bioluminescence kayaking outing. We have built strong referral source relationships and an entrepreneurial attorney group that I started in 2018. I still have one-on-one lunches, coffees, and dinners with interesting and successful business and marketing professionals throughout the country.

In 2006, Matt FitzGibbon and I formed FitzGibbon Alexander, Inc., a business brokerage and appraisal firm. Throughout the years, we've handled many small business sales. The brokerage firm enables us to provide end-to-end service for clients looking to value, market, and sell their businesses.

From the start of the law firm, our focus was on content marketing – providing usable information to business owners – and relationship building. Today our educational efforts include books and articles, printed and electronic newsletters, videos, and since 2024, the Law Deals podcast.

Through the years I've been lucky enough to work with some very intelligent and interesting business owners. *All my clients have taught me something and many have taught me a lot.*

I've had a ringside seat to the interesting ways people make money and have watched many build truly impressive businesses (with our help, of course!). We've been working with many clients for more than a decade, watching them grow and prosper.

Surprisingly for me, the people component of my practice has been simultaneously the most enjoyable and the most frustrating. People are fascinating and seeing patterns repeated over and over again has helped me better counsel clients through the typical mental and emotional issues that come up during business deals.

Over the past 20 years, we've grown and improved the practice through consistent small changes that magnify over time. Originally it was a general business practice, closing transactions and writing contracts. Since then, we've productized services and developed niches that magnify the results we can get for clients.

Though I know the journey is what makes the difference, I sure would like to have known then what I know now!

Today, we're able to practice what we preach - living a great life full of travel and fun while serving our clients. I'm looking forward to continuing the firm's growth. It's been a great run and I wouldn't change any of it.

Ready to start building a practice 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 Alexander Business Law Office



Alexander Business Law Team, 2025



Office Wine and Chocolate Tasting at the Chocolate Museum, December 2018



Ed Alexander and Matt FitzGibbon sponsoring an Atticus Summit

WHAT OTHERS ARE SAYING ABOUT ALEXANDER BUSINESS LAW*

My small company was up against a national giant with deep pockets

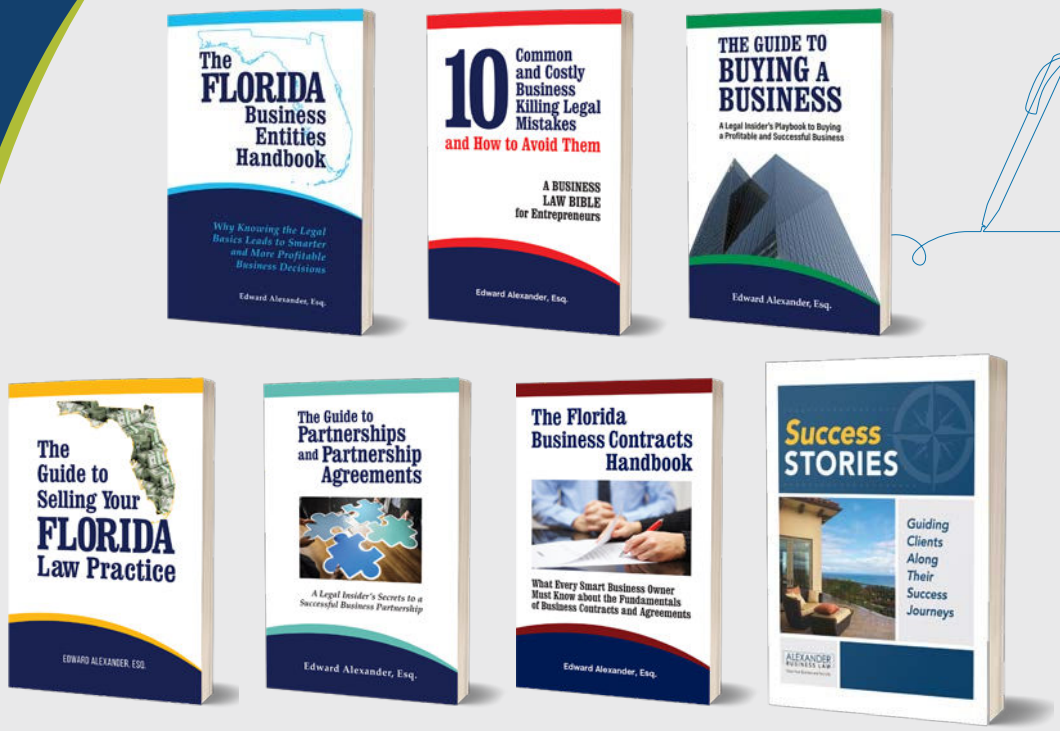
"Ed was phenomenal from start to finish. From day one, he rolled out the red carpet, keeping me in the loop with constant, clear communication. The other side's attorney seemed to drag things out–maybe to test Ed's resolve–but I was blown away by how he delivered under pressure. With limited time, Ed's performance was nothing short of stellar, negotiating key sticking points and getting the other side to agree where it mattered most. I'd never met Ed before this deal, but you'd think we'd known each other forever–he took the time to understand me and my needs like family. My small company was up against a national giant with deep pockets, yet Ed went toe-to-toe with their legal team, safeguarding every detail of our interests. It felt like he dropped everything to make this happen, and I can't thank him enough. If you need an attorney who fights for you like you're his top priority, Ed's your guy."

– Jeff Gerling

QUOTE OF THE MONTH *"It always seems impossible until it's done."* ***— NELSON MANDELA***

Business Law Books and Guides

To request any of these resources, call (407) 649-7777 or visit ABLBooksandGuides.com



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* *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

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A Personal Message from Ed Alexander

As we move into spring, Faith and I are excited to head out on an 11-day cruise through the Panama Canal. It's a perfect reminder of something I encourage all my clients to embrace: Enjoy your business and your life. I'm also excited to connect with fellow entrepreneurial attorneys at the Great Legal Marketing Mastermind Group meeting in April. I'll tell you all about it in the next edition of the Newsletter. – Ed



YOUR REFERRALS MAKE A DIFFERENCE

This month, we'd like to thank **Craig Goldenfarb, Esq. of GoldLaw** and **Ed Kainen, Esq. of Kainen Law Group, PLLC** 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!

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Ethics of Law Practice Exits for Solo & Small Firm Practitioners



With Attorney
Ed Alexander

FLMIC and Ed Alexander, Esq. presented a one-hour Ethics CLE packed with expert insights on ethically exiting your law practice–while protecting your clients and staying compliant with Florida Bar Rules.

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