



Chris Earley
Truth Series Author

The Earley EDITION

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Volume 3 Issue 10

A Publication of the Law Office of Christopher Earley

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I Didn't See That Coming

by Chris Earley

"Criticism is something we can avoid easily by saying nothing, doing nothing, and being nothing." - Aristotle

As I wrote about last month, I was recently given a monthly column in **Massachusetts Lawyers Weekly** which is the newspaper that reaches just about every lawyer in Massachusetts. When my first column was published in this paper it was thrilling. I was so excited. Then, something happened that I definitely didn't see coming.

Right after that first article was published, I received an email from someone who had read the column and disagreed quite sharply with what I had written.

It was a nasty email. I instantly panicked. Had I made a mistake? Was the article too controversial? What had I done? It didn't really matter because the article was already published. The toothpaste was out of the tube. However shocked I was at that moment, I knew then though that I was doing something right because I had evoked such a strong response from this reader.



Stay your true north always, no matter how much you may be tested.

Life is funny. Following that critical email, I received other emails complimenting the article which validated for me that I was on the right path. I reminded myself then to stop questioning myself. I don't care or strive to make all people happy. Even if I wanted to, it would not be possible.

There will always be people that criticize you, or doubt you. Ignore them because it is just noise. Stay your true north always, no matter how much you may be tested. After all, your true authentic life is the only life worth living. ■

- Chris Earley

9 Small Business Must-do's

by Chris Earley

I really love being an entrepreneur and running a business. Do you run a business? Are you thinking of starting a business? Here are some things I have learned after running a business for many years that I hope you find helpful:

- 1 Get your head right.** Mindset is EVERYTHING.
- 2 Discover your core values and write them down.** Core values are crucial and will drive and make easier all your decisions.
- 3 Give your client/customer/patient the best experience possible.** Show them the love and go the extra mile.
- 4 Be different with your marketing.** If you are doing what everyone else is doing, then your marketing is by definition average.
- 5 Hire slow. Really slow.** Ask curveball questions during an interview. Ignore references (why would an applicant give you a bad reference?).
- 6 Fire fast.** Would you enthusiastically re-hire this person again? If the answer is no, do yourself and the person a favor and cut ties today and move on.
- 7 Know your numbers.**
- 8 Guard your time** like a hawk.
- 9 Delegate as much as you can,** and then delegate some more. ■



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WHAT'S NEW AT THE OFFICE



Congratulations to Payton, M. A. G., Natasha T., Marleny B., Erin O., and Stacia R. for winning a \$50.00 Amazon gift card in our recent giveaway. Way to go, guys!

I am pleased to announce that we recently, for the second time in two years, have doubled our office space. This was only possible due to two things: My great team, and our great clients. Thank you so much for being part of our Extended Family.

We are pleased to welcome Hannah as our newest team member! She is our new Marketing Assistant and we are really excited to have her on our team!



Care to Share?

If you have recently had a big life-changing experience (birth of a child or grandchild, marriage, wedding anniversary, engagement, graduation, new job or promotion, etc.) email me at cearley@chrisearley.com because we want to celebrate you in next *The Earley Edition*. Don't be shy! ■

What Others are Saying

about the Law Office of Christopher Earley



"He continued to advocate for me."

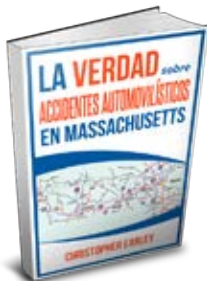
"Chris helped me with an extremely difficult time in my life due to a car accident. Even after the settlement, he continued to advocate for me when I was receiving collections notices that were not valid. You can feel assured he will do a great job."

Angela C.

"The case was resolved quickly with a settlement that was highly respectable."

"I tore ankle ligaments and a rotator cuff during a slip and fall. I had no previous experience with personal injury attorneys. I was referred to Attorney Chris Earley by another lawyer. I was met at a convenient and accessible location, Attorney Earley was highly knowledgeable, professional and compassionate. With these qualities I knew I was in good hands. As the case progressed, Attorney Earley and his staff were never more than just a phone call away. I was never just a case number. The case was resolved quickly with a settlement that was highly respectable. This firm offers the best of both worlds; the clout, knowledge and experience of a very large practice, with the individualized attention of a smaller boutique practice. I would HIGHLY recommend Attorney Chris Earley for a favorable outcome."

Lisa D.



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Asegúrese de solicitar nuestro libro gratuito sobre accidentes automovilísticos en Massachusetts. La ley solo le otorga un tiempo limitado, por lo que se debe actuar rápidamente para proteger sus derechos. Nuestro número de teléfono es 617 338 7400, o envíenos un correo electrónico a cearley@chrisearley.com.

REMINDER ABOUT OUR FIRM'S COMMUNICATION POLICY

Our promise to you is that while we are working on your case, we don't take inbound phone calls. Chris Earley takes no inbound unscheduled phone calls whatsoever. It makes him much more productive and helps get your case resolved faster. You can always call the office at 617-338-7400 to schedule a phone appointment, usually within 24-48 hours. This is a lot better than the endless game of "phone tag" played by most businesses today.



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Thank You For Your Referrals!

This month, we'd like to thank Troy J., Lazaro L., Francisco M., Darlene M., Candy F., Ida C., Vincent S., and Edward T. for believing we are the right firm to help their friends and family. Your continued 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!

Quote of the Month

"If you're going through hell
keep going."

– Winston Churchill



Rory Earley

RORY'S RECIPES:

Fruit Skewers on a Pumpkin

Keeping with the theme of back-to-school recipes, here's a fun and healthy way to bring a Halloween snack either to the classroom, or your own kitchen! Easy to make and definitely a crowd favorite!

INGREDIENTS:

- Assorted melon
- Grapes
- Marshmallow
- Wooden skewers
- Edible ink pen (Amazon!)
- Sharpie
- Big pumpkin

DIRECTIONS:

- 1 Start with a whole pumpkin and just create a fun Jack-o-lantern face with the Sharpie.
- 2 Next, use a melon baller to make small balls out of all the melons, then assemble them on the skewer in a cute pattern.
- 3 With the edible marker create ghosts faces on the marshmallows, and stick them on the end of the skewer.
- 4 Then, assemble them all onto the pumpkin! Each skewer can be an individual serving for each kid! Happy Halloween!



Happy Halloween!