

HOT-BUTTON ISSUES

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STRUGGLING TO STAY MOTIVATED?

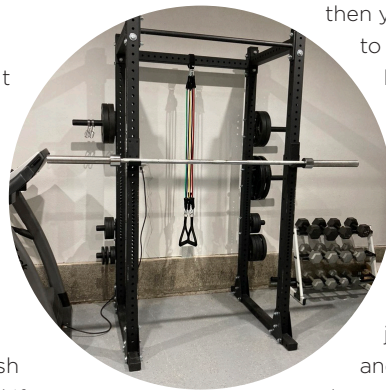
When I was a kid, sometimes I liked to procrastinate. I'd put off doing my homework, writing a thank-you note, or returning a book to the library just because putting it off was easier. But my parents aren't the kind of people who let procrastination slide.

When they caught me slacking, they said, "Russell, remember: Don't leave something for tomorrow that you could do today."

As a kid, I resented that message, but now that I'm an adult and a business owner, I get where they were coming from. Today, one of the big themes of my life is the idea of "getting better every day." I'm constantly trying to improve myself, even though it feels like an uphill battle.

I have a massive to-do list that just gets longer every time I move to a new phase of my life. Maybe you can relate! But over the years, I've come up with some strategies that help me conquer it, stay motivated, and push for self-improvement. Here are five you're welcome to steal if you feel stuck.

- 1. Wake up and do something active.** I do all of my workouts in the morning. Don't get me wrong, some days I don't want to get up. But I'm committed to walking into my garage gym every morning and doing *something*. Usually, even if I'm not feeling it at the beginning, my mood gets better and I feel accomplished by the time I'm done. It's a positive way to start the day.
- 2. Push yourself to do one more rep.** This concept comes from the gym, but you can apply it to anything in your life. The idea is that when you feel like giving up, it's important to push yourself just a little bit more. Every day, I try to beat my personal records. That might mean accomplishing more at work or pushing myself to do 11 pull-ups instead of 10. Even if I don't make it, it gives me something to strive for. And if I do make it, I get an extra burst of confidence!



- 3. Do the hardest thing first.** When I get to the office, I look at my to-do list and ask myself, "Okay, what is the hardest thing to do?" Then, as tough as it may be, I do that thing first. Once it's finished — boom! I feel awesome and ready to tackle everything else.

- 4. Finish something you've been putting off.** If you're like me, then your to-do list is pages long. You try to boil it down to your "ideal" day, but there's inevitably a task you keep putting off for later in the morning, then after lunch, then the afternoon. My advice is to check that task off the first time. It will free you up to think about other things.

- 5. Check something off your list that could wait until tomorrow.** This goes back to what my parents used to tell me. Don't procrastinate just because you can! As your day is winding down and your list is dwindling, pick one of the things on it that could wait until tomorrow, and do it today. You'll feel ahead of the game and sleep better that night.

I try to put these five things into practice every day, and they've definitely helped me improve. Being intentional about my day makes me a better lawyer and business owner. Since I'm not procrastinating or overwhelmed by little tasks, I can focus more on the parts of my job I love to do, and I have time to go the extra mile for every client.

The applications go beyond business, too. I've been able to boost other areas of my life, like cooking. I love to cook, and being productive outside of the kitchen helps me make time to fix the nutritious food my body needs. I'm getting a little better every day at making the Persian soups and stews I like eating instead of picking up a burger and fries.

If you're stuck in a motivation rut, I hope this list helps you get back on track. You deserve to feel good!

"When I get to the office, I look at my to-do list and ask myself, "Okay, what is the hardest thing that I need to do?" Then, as tough as it may be, I do that thing first."

Russell Button

A LITTLE DISTRACTION

THIS ONE SMALL THING IS KILLING YOUR PRODUCTIVITY

Distractions in your workplace destroy your productivity, regardless of where you actually work. But here's the kicker: some distractions don't always register as distractions because they're often minor, like a knock at the door or a conversation you can hear from two cubicles over. However, even when a distraction doesn't feel like a distraction, it still kills your productivity.

But one distraction in particular can absolutely ruin productivity. It isn't as obvious as an unexpected phone call or a meeting that could have been an email. It's a small, normal part of our everyday lives: the **notification**.

We get notifications on our phones, tablets, laptops, desktops, and even our smartwatches. Notifications are everywhere, and we're conditioned to accept them.

Take email, for example. You're likely in the habit of checking email periodically — or whenever you get a notification. It can feel natural to quickly check your email and then get back to what you were doing. Except that never happens.

When an email, text, or other random notification distracts you, it *completely* diverts attention away from what you were doing. If it's spam, you may delete the email. Or, if you need to respond, it might take a few minutes or more. You may spend anywhere

between 20 seconds to 20 minutes on any given email.

However, this isn't where time is lost. If you're responding to a customer email, for instance, that *is* part of your productivity. The time is lost when you attempt to get back to what you were doing before checking your notifications.



A University of California, Irvine study found that it takes an average of 23 minutes to get back to your task after every distraction, not just email. Over the course of a day, that adds up to a significant amount of wasted time.

How do you overcome this? Your best bet is to turn off notifications. Most devices let you customize your notifications so you can turn them off during working hours. Here's another quick tip: Set aside time during the day to check emails, texts, and other messages. You will significantly reduce the amount of time spent trying to refocus on the important tasks at hand.

HAPPY 3-YEAR WORKIVERSARY, ROSIE!

7 Sweet Messages for Our Amazing Litigation Paralegal



We can't believe that Rosie Melendez, our litigation paralegal, has already been with us for three years! She's an absolute rock

star and the backbone of the BLF team. Here are just a few of the sweet messages that Rosie's families (the one at our firm, and the one she has at home) sent her on her special day.

"You are my root, my foundation of happiness. You're the love of my life, and I can't imagine my life without you."
-Orlando, Rosie's husband

"I am so lucky to have a mom like you. I am thankful for your unconditional love and patience. I love you with all my heart."
-Evelyn, Rosie's daughter

"You never hesitate to help those around you when they need it."
-Cristina, BLF paralegal

"My daughter, you are my pride. You have become a strong, kind, considerate, and loving person. I am so proud, and I love you with all my heart."
-Rosie's dad

"I could not imagine a BLF team without you on it. From the moment you joined this team, you have been an integral part of its success and future. You are one of the

hardest working people I have ever met. You never stop trying to be greater than the day before! Every person who has a chance to speak with you can feel instantly that you care about everything — the person, the details, and the big picture. I am forever grateful for what you contribute to our BLF family."
-Ashley, BLF trial lawyer

"It feels like you've been our firm's anchor forever. You're steadfast, reliable, and dependable — three attributes often missing in today's world. When you talk, people listen, and not because you're the loudest voice in the room but because your hard work demands respect. You inspire all of us with your passion for the people we represent!"
-Russell, BLF founder and trial lawyer

We love you, Rosie! Congratulations on three years!

MAKING THE RIGHT CALL

How We Helped a BLF Client Recover From 2 Car Crashes

St. Patrick's Day is famous for bringing the luck of the Irish to town, and here at The Button Law Firm, we have clients who have known us for years. One of our favorite clients, Collin, has been in our BLF Family for many years. We first met Collin after he was hit by a drunk driver. Over the years, we've been able to help him fight for compensation in two different car crashes.

Collin is a great guy and an extremely hard worker. He often holds more than one job at a time to make ends meet, so each of the crashes had a huge impact on his life. Neither of these collisions was Collin's fault — he was the victim of a drunk driver and a distracted driver.

In the first accident, a drunk driver hit Collin, and more recently, a woman who was speeding without paying attention to her surroundings violently rear-ended him.

After the second crash, Collin wound up with serious injuries, including severe neck and back pain, muscle spasms, sprained spinal ligaments and joints, and more.

Collin had to do weeks of physical therapy and pay massive medical bills. In the end, his medical treatment costs thousands and thousands of dollars, with additional bills expected down the road. Luckily, in both this case and the drunk driving case, Collin had the foresight to call our firm right away. We were able to step in and help him get the treatment he needed. We also had time to preserve the

critical evidence in both cases and keep Collin's fight for compensation on track.

Both of Collin's cases show how important it is to have an experienced car crash attorney on call and why it's vital to reach out right away. If Collin hadn't called us immediately, crucial details from his cases might have been lost, and he might not have gotten the wins in court he needed. But he took initiative, and we were able to do more to keep him moving forward.

If you or someone you know is in a collision, remember to call our office first at 214-888-2216. It could save you thousands of dollars and months of pain and suffering.



BLF HIGHLIGHT REEL



The BLF Team enjoying breakfast together for our Case Review Meeting



Russell's mom and Aria hanging out



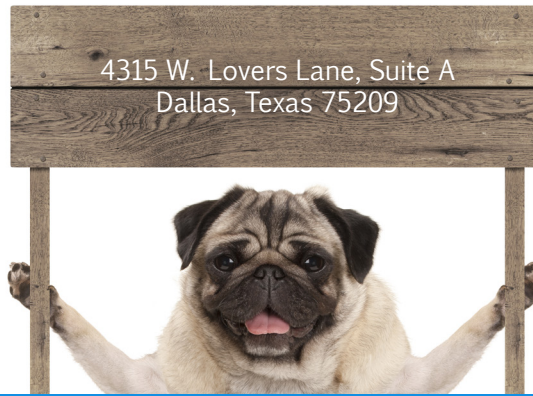
No power, no running water, and single digit temperatures in Texas

CLIENT REVIEW



"Russell and Ashley have a superior knowledge of how to ensure clients always obtain the greatest outcome possible. When friends and family are injured in Texas, I recommend them because I know they'll be treated like family and protected the entire process."

Brittany Mitchell



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THE PAC MAN OF ACCOUNTING

Meet Our Virtual Bookkeepers, Pencil Inc.

Laura Allen, founder of the virtual bookkeeping service Pencil Inc., has accounting in her blood.

"My dad is a CPA, and he's actually my business partner. My mom is a bookkeeper, and that's how they met in Odessa, Texas, 40 years ago. She delivered a set of books to his accounting firm. It's in the genes," Laura says.

Laura fell in love with the process of helping small businesses when she took a job at her dad's CPA firm after college. In 2008, she opened Pencil Inc. It didn't take long for her to notice that the enterprise resource planning (ERP) solutions that help big businesses manage their processes and finances were too expensive and complex for smaller companies. So, she started looking for a solution.

"Being a millennial, I'm always thinking, 'There must be an app for that!'" Laura says.

Inspired, Laura created a cloud-based accounting system for her clients that integrates software like QuickBooks Online and Xero with apps for tasks like inventory management, project management, and data storage. Her team helps small-business owners combine all of those pieces and map their data flows. Almost everything is automated and done virtually. They even offer tax services!

"These systems help [small businesses] work more efficiently and, oftentimes, increase their bottom line because of the cost, time, and resource savings," Laura says, adding, "... We're kind of like Pac Man: We absorb all of the work and bring it in-house."

After working with Pencil Inc. for the last few years, we can vouch for that! Russell actually has an accounting degree and planned to become a CPA if law school didn't work out, but even with that



background, keeping up with BLF's books was hard work.

"When I got going on the firm, I did all of the financing and accounting myself, but after a certain point, it became enormously time consuming," Russell admits. "Working with Laura has given me more time to do the things I really need to be doing. Now I'm working more effectively, and our firm is performing at a higher level."

If you run a small business and want to give Pencil Inc. a try, visit them online at Pencilinc.co or email Laura's staff at Connect@Pencil.Team.