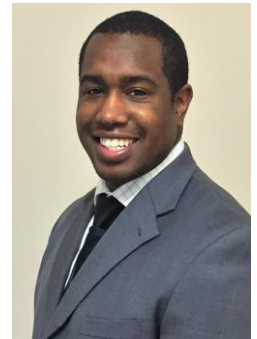


# LITTLEJOHN LAW, LLC

**“BUILD IT, PROTECT IT, AND PRESERVE IT”**

A MONTHLY NEWSLETTER FOR AWESOME CLIENTS LIKE YOU!

April 2018    Volume 3    Issue 11



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*Our Goal is to Help Everyone Make Great Decisions about their Legal Issues.*

Visit [www.elittlejohnlaw.com](http://www.elittlejohnlaw.com) for our Free E-books and Free Resources addressing your Real Estate, Business, and Estate Planning concerns.



Get your Guide Today!

## SPRING IS IN THE AIR!

It's hard to believe that just a few weeks ago, we were covered in 2-3 inches of snow. I had honestly hoped that winter was over, but as we all know here in Ohio, we can have summer, spring, and winter in one day.

But now, at least I hope, Winter is over which is a good time to start planning and preparing for Summer. Use the upcoming rainy days to plan some fun and exciting activities for the Summer. As they say April showers bring May flowers!!

Also, I would like to wish a Happy Birthday to my beautiful and wonderful wife Kellee...



*Kellee trying to feed Kyzlee, when Kyzlee's decided to play!*

Happy Birthday Kellee!

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***“A woman is like a tea bag – you can't tell how strong she is until you put her in hot water.” – Eleanor Roosevelt***

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## Tip of the Month – 6 Critical Steps to Starting your own Business

Some people think starting a business is hard. It's not "hard" it just takes a lot of "hard-work" to get the business up and off the ground. So, what does it take to start a business? A Good Idea that solves a problem; the right amount of start-up Money; and some Creativity. One of the biggest miss-steps that I see new business owners make is patience and the ability to plan. Like I stated above, business is hard-work, and in the early stages of starting a business it is easy to become overwhelmed. **Make a plan and Stick to it!**

1. Take time to Brainstorm – like I said above you need a "good idea that solves a problem and then think about every aspect of your business especially questions that your potential client might ask.
2. Create a Business Plan – be sure to include the answers to the following questions: who is the target market for the product/service; are there additional products/services that could tie into the main product/service; how is your business supposed to make money and grow; how much is your product/service; and where will your business provide its product/service?
3. Marketing – it's the key to success. How will you market your business? Start planning the ideas for marketing and advertising. Stay away from brand-awareness campaigns, even though everyone is doing it (they are almost impossible to track... i.e. how many cars drive by the billboard and call you?) If you don't want to make any money spend tons of time doing the brand-awareness on Facebook, Twitter and other social media.
4. Know your Numbers & Metrics – get your finances in order by setting up proper accounting, bookkeeping and tax records, so that it doesn't cost you a bunch in the long run. A good accountant can help out with this, but there is some really good online software too!
5. Maintenance/To Do List – once your business is finally up and running, keep track of regular tasks that keep a business running, like keeping up with the inventory, updating websites regularly, starting new marketing campaigns. Create a list of these regular tasks and schedule them on a To Do List, which should let everyone know that on the *[blank date]* this regularly happens.
6. Set Future Goals – at this point, you're the CEO, the CFO, and the person handling the day to day operations. So, plan for the future, by setting goals and scaling up.

Remember most small businesses fail within the first 3-5 years, so if you can make it past 5 years you can make it. So, if you have time to invest in making the policies, procedures, doing the day to day operations, then Starting & Building a Business is right for you. If you're looking for additional insight on Starting a Small Business feel free to give us a call at 740.346.2899, we're here to help.

Be sure to ask about our Attorney on Demand services for Small Business Owners. 740.346.2899

## RECIPE OF THE MONTH – CASSANDRA'S CREAMY TARRAGON CHICKEN

### INGREDIENTS:

- 5 – chicken breasts
- 250 ml. of heavy whipping cream
- 2 tablespoons of Olive Oil
- 2 tablespoons of Lemon Juice
- 3 tablespoons of Tarragon



### DIRECTIONS:

1. Cut up the chicken breasts into bit size pieces.
2. Cook the chicken in a skillet with the olive oil on medium heat until golden brown.
3. After all the chicken is cooked pour the heavy whipping cream, lemon juice, and tarragon into the skillet. Heat to a boil and leave on boil until the cream thickens, about 10 minutes depending on the stove. Enjoy!

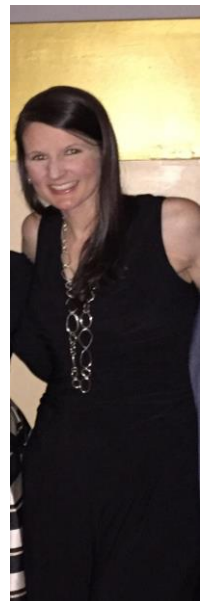
### WHAT'S NEW WITH ME AND MY OWN



Trying to figure out what to get Kellee for her birthday. 😊

Cassandra's been celebrating St. Patrick's Day with her husband Travis!

Over in the office, we are working on improving your Client Experience with the Law Firm. We



know that dealing with legal issues is a very stressful and daunting task but working with our legal team shouldn't be.

Our **Number 1** focus is improving the channels of communication, which is why we're working to update our website so that you can have access to up to date legal documents and access to your case 24-7. Along, with this we will be setting up an online portal and testing it out with a select group of clients to get feedback on the use of the product and how we are communicating with them.

Our second focus is adding a new Paralegal to help us out with Timelines and Chronologies for our cases. If you know of someone who is looking for part-time work (1-2 days per week), then have them check out our ad on Indeed.com. There we have specific instructions so that they know exactly how to apply to join our legal team.

Our third focus is adding more content so that people can have more access to the information that they need to make well-informed decisions regarding their Real Estate, Business, Estate Planning, and Personal Injury needs. Remember our goal is to help people make well-informed decisions about their situations and we truly understand that sometimes that mean YOU DON'T NEED to HIRE A LAWYER, which is something that we regularly tell people who don't need to hire use.

## CALENDAR OF EVENTS – UPCOMING LJ LAW VIP EVENTS

April 11<sup>th</sup> 2018 – Conference Call- Small Biz Starter Kit, what you need to know about Starting a Small Biz and More!

May 9<sup>th</sup> 2018 – Real Estate Rights for Landlords & Tenants, including what is Real Estate Litigation. Live Meeting at the Office.

June 13<sup>th</sup> 2018 – Conference Call – To answer some Basic Estate Planning Questions including ... What goes in a Will? What are the duties of an Executor? What's the difference between a Power of Attorney and an Executor? Why would I to set up an Estate Plan, if I'm not going to get to use it?

**Keep on the look-out we have some special contests and giveaways coming up soon!**

*If you see a seminar that's interesting for you or your family be sure to pre-register by calling 740.314.4829. We'll send you more information as we get closer to the meeting, but only to those who have pre-registered.*

*Also, if you have a Topic that you would like to learn more about, be sure to attend one of our seminars or teleconferences. Send your Email requests to [Office@elittlejohnlaw.com](mailto:Office@elittlejohnlaw.com).*

## CONTACT INFO & ADMINISTRATIVE ANNOUNCEMENTS

#1 Our promise to you is that while we are working on your case, we don't take inbound phone calls, emails, or pop-ups **Edward and Jeff take no inbound unscheduled phone calls or appointments, unless it's an emergency.** It makes them much more productive and helps get your case resolved faster. You can always call the office at 740.346.2899 and schedule an in-person or phone appointment, usually within 24-48 hours. This is a lot better than the endless game of "phone tag" played by most businesses today. Remember, too, that email is "quick," but is checked no more than twice a day. Replies are then scheduled into the calendar. So, if it's really important, don't email – call the office instead.

#2 Referrals are much appreciated and welcomed. If you know anyone who might benefit from our services, please pass along their name and we'll get our Free Resources out to them immediately. We would be grateful for the opportunity to work with some of your friends, co-workers, colleagues, and associates. And we promise to give them the special care and attention they deserve.

#3 This newsletter is for informational purposes only and no legal advice is intended. Be sure to consult with this law firm if you have a specific question about your situation.

I sincerely hope that you enjoy reading this as much as I enjoyed writing it.

Yours Truly,

*Edward L. Littlejohn, Jr.*

Edward L. Littlejohn, Jr.



Check us out at [www.elittlejohnlaw.com](http://www.elittlejohnlaw.com). If you know anyone who may be in need of legal advice feel free to give them our telephone number or visit our website to get their legal questions answered.

740.314.4829

**Littlejohn Law, LLC**

## *Inside this Issue ...*

- *Topic of the Month – 6 Critical Steps to Starting a Business*
- *Recipe of the Month Creamy Tarragon Chicken*
- *And more ...*

*Happy Birthday to all the April Birthdays!*

*Enjoy your special day!*

**LITTLEJOHN LAW, LLC**

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