

*Tips for small businesses and  
professionals*

**From: Your Legal Resource, PLLC**



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***"Your Connection Partner "***

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We invite you to share this newsletter with other attorneys you know who could benefit from this information or our services.

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Lori is a 20 year attorney and owner of a legal referral service known as Your Legal Resource, PLLC. She connects individuals and small businesses in need of legal advice or representation with the right lawyer. Her team of attorneys covers all areas of specialty throughout Metro Detroit.

She also helps solo and small firm attorneys start and grow their practices by effectively branding and marketing themselves, mastering networking, and creating effective strategic relationships to generate clients and revenue.

Are you in a business you love? I hope so. If not, what can you do differently to move in that direction? Many are finding these economic times to provide an opportunity to start over, get off the treadmill of life, leave the corporate environment, go back to school, or start a new business. Whichever path they pursue, many feel now is the time to discover and pursue their purpose and passions.

I was blessed to find my purpose 6 years ago, and out of that realization I created Your Legal Resource. It started as a legal referral business, and has morphed into legal referrals and legal consulting as new opportunities and new lines of business emerged. Whatever I do in my business or personal life, always comes back to my core purpose: connecting people. When I hear a need, I usually know who can fill it. Often, the best person to fill that need is not me, but someone I know. That's o.k. with me. I don't want to be the jack of all trades, master of none. I'd rather be connector to the experts. That way those I connect get the most value.

People in need have come to know and trust my connections, and I am privileged to guide them. If I can ever help you or someone you know with a referral to a legal professional or other resource for business or personal reasons, don't hesitate to contact me. Or if you know an attorney who could use some help growing their practice or getting more referrals, I'd love to have a chat with them and see if I can be of assistance.

I hope you'll enjoy our feature author this month, who will talk about putting your heart into your business communications. The more authentic you are, the more people will trust you and want to do business with you.

All my best,

**Lori**

Lori T. Williams, Esq.  
Owner/Managing Attorney  
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## "FROM THE HEART" BUSINESS COMMUNICATIONS

By: Linda C. Anger, Writer and Graphic Designer

Most business owners start out with visions of earning a great living doing something they love, and having fun at it. Then, over the years, the rigors of day-to-day business get the best of us. Things stop being fun and challenging mysteries to solve; they become a drudgery we are forced to endure - and at the top of the list of dreaded tasks for many business owners or their employees is business communications and marketing.

The standard forms of business communications we've all been taught were created decades ago, when society was far more stiff and formal. They just don't "fit" any more.

Communications with your clients, customers, referral partners and prospects should be as easy as holding a conversation across a restaurant table - unless you are in a litigious situation at which point you should leave the talking to your attorney!

One of my very first writing instructors - way back in high school - repeatedly said we should write to the understanding of our reader. That, to me, means straightforward, heartfelt words, no hidden agendas, presented in language the listener comprehends. Informal, simple, and short.

Coming from your heart in all your communications builds customer and referral partner loyalty.

Here are three keys for communicating from your heart:

**Authenticity:** Be real. Write in your own voice, your own language. If you hire a ghostwriter, editor, or PR firm, make sure they do a good job of creating believable words for you to speak. Be who *you* are, not who a consultant says you should be. Show your strengths *and* your scars. Talk about your failures - people trust those who tell personal stories they can relate to. Authenticity can't be faked.

**Consistency:** Stay in touch, meaningfully. Send birthday cards, make surprise phone calls now and then for no reason other than to say, "Hi!" or emails with information that is truly useful to people - not just your marketing materials. Be real, be honest, and be consistent with it.

**Passion:** You have a purpose and a passion for what you are doing - if you don't, please find another profession. No one can live an authentic life doing something they hate, and no one wants to do business with a sourpuss. Tell your people why you love what you do, why you picked them as a customer. Tell them your heart's desire for your business and ask for their help or their guidance.

I know some of you are in compliance-heavy industries and your ability to communicate clearly and from the heart may be limited as a result. But take heart! With a little creativity, you can find ways to be heartfelt in your communications without blowing compliance requirements. A quick email that says, "Jack, just saw a new youtube video I think you'd like. Here's the link, let me know what you think" opens the door for a personal conversation that has nothing to do with business but everything to do with building an authentic relationship.

Ultimately, people do business with those they know and trust. Trust comes from authenticity, and authenticity comes from discarding the ill-fitting clothes of outdate communication models. Be yourself!

One last thing: If you're not certain something you've written is "authentic," show it to a child. They'll tell the truth. Learn from it.

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**Linda C. Angér**

is president of The Write Concept, Inc. in Rochester Hills, Michigan. She has extensive experience in corporate documentation, copy writing, graphic design, manuscript editing, publication credits, and a strong background in creative writing. Contact her via email at [Linda@thewriteconcept.com](mailto:Linda@thewriteconcept.com), or call 248-276-2429.



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**Recommended Books:**

[Find Your Passion](#), by: Arnie Warren

[Jump and the Net Will Appear](#), by Robin Crow

[Get Clients Now](#), by: CJ Hayden

[Book Yourself Solid](#), by: Michael Port

[Tribes](#), by: Seth Godin

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**Testimonials:**

"I was privileged to meet Lori through the Birmingham Patriots, but our relationship and friendship have recently blossomed through our mutual legal professional pursuits. Lori is an extraordinary attorney; who has gathered her twenty years of strong legal experience and channelled it into her business and passion: connecting her network of people and their legal problems with her network of capable legal counsel. Lori's legal skills, command of cutting-edge media technologies, infectious optimism, and caring people skills have made her an irreplaceable member of my current and future legal team. I'd highly recommend Lori to any person with a legal issue or attorney wishing to maximize their practice." *Gregory J. Parry, JD, MPS, Founder & President, Birmingham Patriots Youth Tackle Football & Cheerleading Program*

"I have been working with Lori for the past year. She is a great resource for so many different avenues in the legal world. Most importantly, she is a great person and one of the best professionals I have met in a long time. See for yourself."  
*Jane Enright, JD*

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**FREE CONSULTATIONS AVAILABLE:**

**Contact us for a FREE legal referral to the right specialist for you, your client, or someone else in need.**

**Or if you know a solo or small firm attorney, have them contact us for a FREE 30 minute assessment, so we can help them grow their practice.**

**Call 248-594-4470 or visit:  
[www.bestlegalresource.com](http://www.bestlegalresource.com)**