



## PARKER LAW FIRM: The Attorneys You Want But Hope You Never Need

### Message From Brad

I cannot seem to escape their constant attempts to attack me. They lurk around every corner and flood my computer constantly just waiting to steal more of the most valuable resource I have. I am committed to continue the never-ending fight to not only avoid these robbers but to defeat them at their own game. I am of course referring to “time vampires” who constantly follow all of us throughout the day. On average it will take approximately 23 minutes to get back on task after being interrupted by a time vampire. If you are interrupted five times a day, (that number is very low) that is approximately two hours per day that are just wasted in trying to get back on task after being interrupted. That does not even begin to mention the time wasted on the subject the time vampire bled from you. No wonder we often reflect at the end of our day and wonder where the time went and why we didn’t get done what we wanted to get done.

As I wrote a couple of months ago, I have been reading and trying to implement different time management techniques to regain control of my time. The most recent book I have read in this regard is Dan Kennedy’s *No B.S. Time Management for Entrepreneurs*. While there are many things that are suggested, there are a few that I have taken to heart that really seem to be helping me.

The most significant change I have made is that I only check my emails twice a day. It seems that I have been basically tethered to my email and have always felt that I must respond immediately. I would literally spend hours every day looking at and responding to emails. Then I would return to the task at hand and then stop and immediately respond to any new email that might come in. This was a horrible time vampire that I have basically eliminated.

The other tool I have incorporated is to end each day by planning for the next. I have incorporated a physical calendar back into my routine instead of just an electronic one. This allows me to really look at the day and week ahead in order to fully focus on what I must achieve tomorrow and for the remainder of the week. By doing this, I then determine what the one or two things that I am going to devote my morning to in order to get them accomplished. I then make it a point to not take any incoming calls or check emails until noon when I will hopefully have completed my

one or two essential tasks for that day. I then have the entire afternoon to focus on the chaos that I have tuned out all morning.

While the year is early, so far so good. An added benefit has been that I don’t feel as stressed and actually know that I am getting things accomplished in an orderly and intentional fashion. Things have always seemed to get done in the past, but now there just seems to be more of an organized purpose. I have found that I now have more personal time. I am able to devote a specific amount of time each day to my health (working out) and spending more time with those that I love.

Bottom line is this, by taking control and managing my time better I feel better both physically and mentally. Now if I can just make it last 10 more months and then a lifetime.

Until Next Time,

Brad



### This Month's Issue

- p. 2 In the Community: YMCA Winter Basketball • Snail Mail Versus Email
- p. 2 Valentine's Day Word Scramble • Parker Law Firm Case Study: Distracted Driver

- p. 3 Car Accidents and Compensation • Recipe of the Month: Heart Cookie Pops • Let's Get Social
- p. 4 Calling All High School Seniors • Pick a Topic for Bartalk • Trivia Treasures



## In the Community

Parker Law Firm proudly sponsors the local YMCA. The winter basketball season runs from Jan. 13 - Feb. 24. Brad wants to emphasize the importance of being a good sport. For more information, visit [ymca.org](http://ymca.org).



# LET'S ALL BE GOOD SPORTS

Kids are playing, but they're also watching.

## SNAIL MAIL VERSUS EMAIL

As technology advanced, companies morphed their communications from direct mail to electronic mail. While both methods have their place, there are significant benefits to using snail mail to convey your message to clients.

**Reliability.** As the postman's pledge goes, "Neither rain, nor snow, nor sleet, nor hail..." In other words, the United States Postal Service is reliable. Sending electronic communication from a large organization can often be overlooked in a crowded inbox or may land in spam.

**Tactile Rewards.** The sensory stimulation of receiving a piece of mail can never compare with an email. Tangible materials leave a deeper footprint in the brain.

**Increased Personalization.** Personalization is more than merging the correct spelling of the prospects name. Including a personalized post-it note and hand signing the note will appeal to the reader and could lead to an increased response rate.



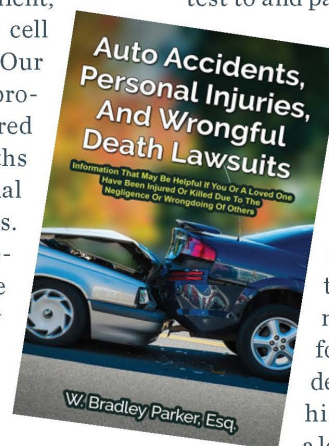
LACCOHTEO  
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## Word Scramble

## Case Study: Distracted Driver

We were recently able to help a young woman resolve her injury claims from a 2015 car wreck in Tarrant County. The defendant in that case not only ran the red light and hit our client, but also was on his cell phone at the time. Our client suffered a broken hip and fractured ribs and took months to get back to normal life and activities. Despite a police report and the police officer that clearly indicated that the defendant ran the red light while on his cell phone, the defendant's insurance company denied the claim and refused to pay for our client's injuries. In fact, they fought the case until the eve of trial and tried to keep the police

report and officer from even coming to court. They even accused our client of running the red light, despite the red-light ticket that the defendant himself pleaded no-contest to and paid. Through our work



in court, we convinced the defendant and his insurance company that they would not be able to keep the evidence and the truth from a Tarrant County jury, and they had no choice but to pay for the damages the defendant caused with his negligence. If you or a loved one has been seriously injured as a result of a negligent driver, download the free book that Brad has written about the law surrounding these claims. Visit [parkerlawfirm.com/reports](http://parkerlawfirm.com/reports).





## Crash Course in Compensation

It's not something you expect to happen to you. An otherwise normal day can instantly change if you are involved in a collision. What's worse is when you're badly injured and face the possibility of an extended hospital stay. Studies have shown that those who stay in hospitals can face costs of up to \$6,000 per day, and this does not include surgery. Surgeries vary in cost, but many can cost up to \$50,000 or more. In short, hospital stays that are more than a few weeks in duration can cost more than \$1 million.

Aside from the medical costs incurred is the issue of health insurance. While many people have health coverage, many policies do not cover all of the costs associated with this type of extended care. Many will only pay a percentage of the costs incurred. Therefore, those who have this type of coverage can still face the prospect of medical bills that they'll never be able to pay.

There are several additional costs that arise that may not appear in the form

of medical bills. Specifically, if someone is seriously injured in a Fort Worth auto accident, that person may not be able to work for an extended period of time and will, therefore, lose income as a result. The loss of income will only increase the financial stress involved with the mounting medical bills.

Finally, if someone needs long-term medical care, physical rehabilitation, and special equipment, that person could also face several thousands of dollars in costs that are not one-time expenses, but rather are recurring in nature. Overall, more bankruptcies are filed by those who have been injured in car accidents than for most other reasons.

If you are looking at this type of scenario, you need to seek the help of accident attorneys in Fort Worth who have helped many people who were seriously injured obtain justice. Contact Parker Law Firm today to schedule a complimentary strategy session at 817.330.8611.

## Heart Cookie Pops

### INGREDIENTS:

- 1 log sugar cookie dough
- 12 popsicle sticks
- Heart-shaped cookie cutter
- Assorted candy melts, for drizzling
- Melted white chocolate, for drizzling

### DIRECTIONS:

1. Preheat oven to 350 and line a baking sheet with parchment paper. Lay out cookie dough on a clean work surface and cut out heart shapes using a cookie cutter.
2. Thinly slice and place on prepared baking sheet.
3. Stick with popsicle sticks and bake until lightly golden, 10 minutes.
4. Let cool, then drizzle with melted candy melts and white chocolate.



## Let's Get Social

Follow us on Facebook, Twitter, LinkedIn and Google Plus. Also check out [parkerlawfirm.com](http://parkerlawfirm.com) for regularly updated blogs and videos.



## Calling High School Seniors

Each year we proudly offer scholarship opportunities to a senior at Euless Trinity High School or Lawrence D. Bell High School. Created to assist students with plans of attending a two or four-year university, the scholarship is awarded to those possessing a minimum GPA of 3.0. Visit [parkerlawfirm.com](http://parkerlawfirm.com) to apply for 2018.



### Give us your suggestions!

Each month Brad chats about a wide range of topics relevant to Texas injury victims. If there is something you'd like for him to discuss, contact us at 817.330.8611 or check out our video library at [parkerlawfirm.com](http://parkerlawfirm.com).

## Trivia Treasures

Most people know that Groundhog Day is Feb. 2, but can you name the temporary home from which Punxsutawney Phil emerges each year during the ceremony?

- A. Hancock Hill
- B. Gulliver's Foothill
- C. Gobbler's Knob



If you answer correctly, you will be entered into a drawing for a chance to win two free tickets for admission to a local movie theater. Call the firm at 817.330.8611 or email Kami Fox at [kami@parkerlawfirm.com](mailto:kami@parkerlawfirm.com) before Feb. 23 to participate. *Our January trivia challenge winners were Jan and Dave Munselle of Fort Worth.*