OPERATOR: This is Conference # 5499396

Good afternoon. My name is (Marianne) and I will be your conference operator today.

At this time, I would like to welcome everyone to the ABA GPSolo Podcast Brown Bag Conference Call.

All lines have been placed on mute to prevent any background noise. After the speakers’ remarks, there will be a question-and-answer session. If you would like to ask a question during this time, simply press star then the number one on your telephone keypad. If you would like to withdraw your question, press the pound key.

Thank you.

I would now like to turn the call over to Ms. Lynn Howell. You may begin your conference.

Lynn Howell: Thank you (Marianne).

Once again, my name is Lynn Howell, and I’m the GPSolo Programs Board Chair. And I’m kicking off today’s session of Maximize Your Output.

It’s time to get ready for an action-packed power panel. Today, our GPSolo’s monthly e-report brings you a column on mindfulness which is written by Debi Galler and Melanie Bragg. Debi and Melanie will share tips on jumpstarting your mindfulness practice for optimum results in your law practice.
Physical fitness and nutrition are big components of any mindfulness practice and past GPSolo Chair, David Lefton, will share with you his journey to fitness and what it has done for him in terms of helping him with his caseload and adding to his business output.

David will introduce the new GPSolo Member Benefit with Zeamo. Zeamo is the simplest way to find and access nearby gyms that meet your workout preferences without membership or subscription fees. Simply choose your gym, download a pass, and walk in and work out.

With locations across 50 major US cities and international travel destinations, Zeamo makes it easy to exercise wherever you are in the world. So stay tune for more details on signing up for our special partnerships.

Like I mentioned, we have Melanie Bragg, who is our current GPSolo Chair. We also have Debi Galler from Green Street Power Partners joining us; David Lefton from Barron Peck Bennie & Schlemmer in Cincinnati, Ohio, and he is also a former GPSolo Chair; Paul O’Reilly from Hyland Zeamo in New York; and Patrick Williams from Zeamo.

At this point, Melanie, I’m going to let you take it away.

Melanie Bragg: OK. Thank you Lynn. I’m so excited about today.

You know, lawyers are always wanting to know, how can I make more money? What can I do to make more money? Well, the place that you start with is with you, yourself. OK?

If you aren’t at your top fit shape, and if you’re not in your top condition, you’re not going to be able to take in those cases and serve those clients. So that’s one thing that we’re going to be talking about today and just hopefully having some converts.

You know, a lot of fitness buff – you know, when you talk about the runner’s high when you’re exercising, but everybody says that they just don’t have time to do it.
You know, the practice of mindfulness is a very broad subject. It’s not just one thing. I think a lot of people think it’s just you’re sitting in a dark room and saying, “hums” or something, or listening to chanting music.

Mindfulness is a broad – you can create your own form of a mindfulness program. The point is, is just creating it.

And I did not start writing about it until 2015, when I put a chapter of The Conscious Lawyer how the practice of mindfulness will increase your bottomline, in one of our books, the second edition of how to capture and keep clients. So I was doing it and I was into it and I was having good results.

But it wasn’t until January of 2017 when Debi Galler, our other speaker here today. Debi and I volunteered to do a mindfulness column every other month. And she does one, one month, and I do one the next. And I’ve gotten some great feedback from our readers about that column.

But that sort of jumpstarted me because I thought, “Oh no, now I’m supposed to be the expert. I’ve got to really, really do this.” And so I really dug in. And I can just tell you the results in my life had been just overwhelming. I mean it almost just kind of freaks me out because I’m telling everybody I’m having a renaissance in my practice.

And I can’t really point to one specific thing, but I really firmly believe that my dedication of that amount of time to my exercise program and to my meditation program and my mindfulness, just becoming more aware of everything, is why I’m getting these awesome clients. Why? It’s like the law of attraction has really kicked in.

I can give you an example of what happened this morning. I was talking to my staff. And she said, “Here, we’re going to…” you know, I said, “I’m going to take this down next time I go to court.” She said, “You’re not going until next week, a week after next.” I said, “OK. Well, maybe something will come up. Maybe we’ll get a new commissioner appointment. I’ll have to run down there.”
Well, within three minutes of me saying that, I got a call from the court, “Melanie, you’ve got not just one but two new commissioner appointments.” So I do have to run down there. I mean within two minutes.

So you know -- so getting tapped into what’s going on in your life and just really being conscious and aware, it just -- it really -- and the dedication to the meditation, dedication to your diet, your intake, your rest, and just taking care of yourself is going to make a more productive lawyer. It’s going to make you more money. And it’s just an exciting venture.

And it’s really easy to start with 10 minutes a day. Darren Hardy, the former editor of Success Magazine wrote a book called The Compound Effect. And basically he says, small incremental changes over time produce great results.

So believe it or not, if you do 10 minutes a day within two or three months, you’re going to start noticing big differences. And then you’re going to start doing 15, 20, 30 minutes a day.

So I’m – an example in my own life of how this stuff does work, it has maximized my output. My bank balance is a lot healthier and things are going well.

But Debi, why don’t you spend some time talking to everybody about what your experience is and what you’re writing about in your columns?

Debi Galler: Perfect. Thank you so much Melanie.

First, I just want to echo something that Melanie said about taking care of yourself. So lawyers, we put ourselves last. Right? We have everybody else we have to take care of.

Well, I’ve been travelling a lot lately. And what does the airline flight attendant say when they’re doing their safety check? Put your mask on first before you help anybody else. So this is no different. You have to take care of yourself first in order to be able to take care of others.
So thinking about lawyers, and what is it that we do, and how do we make money? Time. Our time is money. Whether we directly bill a client based upon hours worked, or we simply have only so many hours in a day to accomplish tasks for our clients for which we will be paid, time is kind of our roadmap as to how we as lawyers are going to make money, either directly or indirectly.

The second tool that we use is our brains, right? Our attention, our brain power. Well, studies have shown that our minds, not lawyers but just people in general, our minds wander about 50 percent of the time – 50 percent – 5-0 percent of the time, our minds are wandering.

And if we are very closely and attentive in a project, and we get taken away by an email, by a phone call, by a visitor, by a client, it can take up to 20 minutes to get back on task. Think about that.

What if you could harness your brain power to be aware - when you first start your mind going on a holiday, when it first starts to wander - and you are able to pull it back immediately, imagine the power of that, and how much time you will recoup and recover?

Or what if, instead of automatically and reflexively stopping what you’re doing, and looking at an email or answering the phone, or being open to a disruption, rather choosing at that moment whether you should stay immersed in what you’re working with, or whether you should answer that email or that phone call? We often just react reflexively.

So through mindfulness, it’s about attention. And if we can pay attention to what we’re doing and not let our minds wander or notice when they wander, and bring it back, that goes right indirectly into our bottomline, right?

We are more effective.

Melanie Bragg: Yes. It definitely does. It definitely does.

Debi Galler: Right? We’re more effective. We’re more efficient. We get more work done. And it really will have a direct impact on our bottomline.
Now you’re going to hear in a few minutes about exercise and the importance of exercise in, again, to the bottomline. Well mindfulness is an exercise for the brain. And just like what you wanted, if you want to improve your body, you need to do it continually. Mindfulness, you need to do continually as well.

Now for me, I don’t always have 10 minutes or 20 minutes or 30 minutes to sit and focus on my breathing or my breath. But what I do find is, I can take one minute, first thing in the morning, as my computer is logging on and paying attention to what I’m doing mindfully. I could maybe drink my tea and just focus on drinking my tea. And maybe that’s two minutes.

Then later in the day, when I noticed I’m getting a little rattled, maybe I step away from my computer and I take another one minute break and I just focus on my breathing and I get re-centered.

So don’t be alarmed or concerned that you don’t have 10 minutes to sit right now. Start with one minute. Build on the one minute. Or start with one minute throughout the day. And one minute doing what? Doing nothing. Just observing your breath.

Or if you happen to be lucky enough to have a beautiful view, you spend one minute looking at the beautiful view.

And when you noticed that your mind is tugging at you and saying, “You’ve got to do something else,” you gently bring it back to whatever is the focus at that moment.

And build on that, as Melanie said, over time, right, you can compound that. But don’t be afraid to start just with that one minute and see where that takes you.

Melanie Bragg: Debi, the main thing too is that mindfulness practice is like exercise. If you don’t do it, you don’t get the benefits of it. I mean you can think about lifting weights. But unless you lift weights every day, you’re not going to have those muscles. Well, mindfulness is the same way. It’s just like exercise.
But you know, the funny thing about it is, is that, when you start doing it, just -- you know, that 10 minutes will turn into 15. Once you start reaping the benefits of it and you start seeing the changes in your practice, instead of waking up in the morning and going, “Oh, God. I’ve got to go to the office.” “Oh yuck. Oh, I can’t believe…” and you’ll be like, “Oh, I can’t wait to get to the office.” “I can’t wait. I’ve got this great client showing up today. They’re going to be wonderful.” “Oh, it’s so much fun, you know.”

I mean just the shift in how you feel about what you’re doing, and that’s what mindfulness. And just that simple little meditation, just taking 10 minutes in the morning for something like that.

Now David, can you tell us a little bit about your journey? Because I know you had a very, very alarming situation happened with you that was kind of life changing. And so I know that you’re completely sold on this. Do you want to share this with our listeners?

David Lefton: Yes, sure. And it’s a pleasure to be here.

And you know, this year, I’m also the Member Benefits Chair. So I wanted to invite our listeners, if you have any ideas or suggestions for new Member Benefits, we’d like to hear from you. Just go on to our website and hit the Contact Us button and then let us know if you have any recommendations.

So during my year as a Chair, part of the theme was Be All the Lawyer You Can Be. And an element of that was to work-life balance. And we’ve added the GPSolo magazine. We added the Law and Life column. And we had some work-life balance sessions at some of our quarterly meetings.

Unfortunately during my years as Chair, I became the victim of what I was preaching. The demands of a very busy law practice, and the time commitment of being Chair caught up with me. I began to eat poorly. I have little time for activity. And I gained a fair amount of weight over the year.

So my journey to fitness began actually in February of 2017. I had a checkup with my doctor, who’s actually a good friend of mine. And when he walked
into the room, after the nurse took all the vitals, he looked at me and said, “Dude, you have to lose some weight.” My blood pressure was extremely high.

And he sat down and he gave me a talk. And it sort of scared the heck out of me. He told me what was next if I didn’t get this under control. And he’s talking diabetes and other things that were rather significant but I wasn’t there yet and I still have time to get things under control, but you know, a little bit alarmed.

So you know, I was still very busy. We talked about it. I started watching what I eat a little bit at that time. But it wasn’t really until last July that my year was winding down that I had time to look into the fitness part of it.

And you know, I was a fortune. A couple of years back, I had a pretty big case of the executor -- I remember it was a personal trainer. And he talked a lot about what he did. He actually is the trainor during the off season for a few of the Cincinnati Bengals and other NFL players.

So I looked him up again and I gave him a call and I told him what was going on. And he said, “I’d love to meet with you and try to help you out.” And my wife was also interested and she went with me.

And you know, we decided to sign up at his gym. He had assigned us with trainer and he became our nutritionist. So he put us on a plan involving cardio, nutrition, and weight training. And you know, since last July, except for holidays and vacations, things like that, we have been going in and training two to three times a week.

We’ve made a lot of progress. At least for me, personally, I have lost 20 pounds. But more importantly, over the year, I’ve lost 15 percentage points of body fat. And I’ve had a lot of success which led to a lot of energy which I’ll talk about in a second.

I do have a word of caution though. One of the things that happened to me is I lost this weight. I did realize that my blood pressure was actually going down and then it came down to a very dangerous level.
I was working late one night in the fall of 2017 and it was about 7:30, I was driving home. And I became very dizzy to the point I couldn’t see straight. And I starting working my way over to the exit, which was just ahead, but I passed out. I didn’t make it.

And ambulance came, so on and so forth. Long and short of it was, my blood pressure was like 89 over 75. And I was used to seeing well up into the 100 over 75 or something to that effect. And very low blood pressure actually put me over.

So word of caution is, do see a doctor if you begin an exercise program. It’s something that did happen. And I was fortunate I didn’t hurt anybody or myself. I’m OK. But it is something that is a good benefit.

And it really – in terms of the impact at work that caused, that was one of the things that I’ve seen a great benefit from. It’s a great stress reliever. You know, my blood pressure has gone done. I find day in and day out that consistent exercise keeps me more even keen throughout the day. My stamina is off the charts in comparison to how it used to be.

You know, I do cardio before I come to work now and I feel more energized. When at work, it’s like I’m ready to go. And when I get here, I am zoned in and ready to start.

It’s also a great refresher for your mind, as a few of our other speakers have mentioned. You know, a cluttered mind can make it difficult to stay on task. And thinking clearly and exercise helps me focus and stay on path and get things done quicker.

So overall, I have much greater workplace satisfaction as well by changing my routine and diet. I have been more productive at the office. This year, my revenue is just really, really good. I’m doing quite well this year. And I attribute a lot about to how I feel, the time I’m saving working on matters and being able to accomplish more during any single day.
And plus, on the work-life balance, and my wife and I are doing this together. My daughter occasionally joined us when she has time. And it’s a lot of fun. We enjoy and we look forward to it, the time we go and train. We have fun doing it. We’re supporting each other along this journey. And we’re having a great time with it.

So…

Melanie Bragg: And you’re doing it – and the thing is too, is you’re taking care of yourself first, just like Debi said, you know, putting the oxygen mask on you before you do it for everybody else, which really makes you more productive for your clients. And David, that’s really, really great.

And the thing about going on to that diet, you probably didn’t need as much blood pressure medicine. But yet, at the same time, you have to have that doctor prescribed. So you do definitely have to go – everybody has to go in with the doctor first.

But it also – doesn’t it make you feel like a winner to have already worked out in the morning? Even if it’s just 15 minutes, to know that you’ve already got that workout under your belt, and you’re starting the day on top of the world kind of thing.

David Lefton: Oh yes. I mean, it’s a great feeling after the fact. And I will – that there are mornings that the alarm clock goes off, just like everyone else who exercises, you just don’t want to do it, and don’t want to get up. But once you’re up and you’re doing it, when it’s over, it feels so much better. It really has been beneficial.

So as I mentioned, one of the themes during the year was work-life balance. And at the tailend of my years here, we started exploring a relationship with Zeamo, and offering it as a member benefit. So it is my pleasure now to introduce. We have Paul and Patrick from Zeamo who are now going to talk about Zeamo.

You know, that’s an (interesting) story. Congratulations. It’s an interesting story because, in so many ways, people trying to get into the habit of exercising and it really is getting into that habit and it works out really well at the end of the day.

The problem I found, and why how we came about with Zeamo, is that, I was in the finance industry and I had great intent of really – you know, when you’re actually working and at your home, and you’re based in a particular city, and you get into a routine, it becomes easier.

(What happens is it happens). And I think this happens with – I’m sure a lot of lawyers who travel around the country, is that, you go in a business trip.

I spent my time on an airplane. Then you fly into a city. And it’s, again, as soon as you wake up and you kind of go, well immediately the excuse is, I don’t know where to work out. And if a hotel has a small gym or no gym, that’s another reason not to work on. And that caused me quite a lot of discomfort in a sense because I ended up actually not been working out.

So a bit like you and David and I – not to the degree though that I became unfit, I was not as productive. I didn’t feel it. I do actually – I find that when you exercise, I get up as soon as that (highs were). I think the Mayo Clinic called these neuron transmitters, which is endomorphins. But they are – they make you feel good. They make you more productive.

So to me, exercise is really important. But I slipped off that because I was travelling so much.

And what I really wanted to do is, why was that? And I looked at the industry, and my local gym, my local health club, and I realized that, you know, well, we don’t have that in Boston or we don’t have in Chicago. We have different brands all around the world. And that was a real problem

And it was also a real problem that even when I did find a gym which I may recognize the brand, I couldn’t go in there. They wanted me to join for one year. And even if they did sell a day pass, almost it was a bit like trying to fill out a mortgage. You know, it was a lot of hassle.
And you know, getting back to what Debi was saying about time, I mean, time is so important. The idea that -- you know, you go in this idea that you want to actually do some exercise, but now you actually got this sort of challenge that your time is going to be – is an obstacle, that you just don’t do it.

So what we did was we went about creating really a way where people could not any find a club and an exercise but do it seamlessly with just a couple of clicks and you’re in. And that’s what we did with Zeamo.

We’re hoping that actually the real – you know, a lot of the beneficiaries are people such as lawyers, people who are busy in life, who do travel, who’ve got busy schedules, but it actually becomes much easier to get into that habit and to actually go and work out.

So as Melanie was saying early on, it really is actually getting that sort of the habit and working out and feeling good and be far more productive. And it’s a double-whammy. Let’s face it. For any company out there, a healthier professional or employee tends to be more productive.

But also, what’s the second largest (inaudible) in America at the moment? You know, first of all, it’s salaries and compensation. But after that, it’s medical expenses. And you know, it is a complete correlation that obviously the more exercise, the more healthy you are, the lower those expenses.

So for a company, in terms of actually getting much bang for a buck, if you want to call it, you know, that is exercise. And that’s what we’re trying to do, is make it much easier for people to actually do it.

Patrick Williams: And that, I mean just to back that up from what Paul was saying, so this is Patrick Williams here from Zeamo as well.

You know, the majority of people who I talked about that fitness regime, it always seems to be about the excuses. And I think this has been reflected on that call, is what – and definitely this is reflected on the call as well, from previous speakers, is you know, there are excuses and excuses of how to avoid
your normal routine. And travelling is certainly one of the biggest excuses we come across.

So what we’re focusing on here at Zeamo is discoverability and access to gyms. So for an easy, simple solution, which we’re partnering with ABA on, is to be able to access through you guys’ site, is through your own internet, to be able to discover and access gyms in every city that you travel to in the moment, and in many cities that you travel globally if travel takes you to other country.

So now, through ABA, you should be able to get access and discoverability of those gyms locally in the city that you’re travelling to.

David Lefton: Hey Patrick, can you sort of walk us through how the app actually works a little bit? And you know, also talk too about your day pass that you can actually use it if you want to take a break at lunch and just find a gym without a contract and things like that?


So literally, you can find us on the ABA GPSolo websites. Or you can just go straight to your Google or iPhone store, and download the app. It’s Zeamo, Z-E-A-M-O. We’d like to say it means Greek for gyms, but actually it doesn’t mean anything at all. So download us on that.

And then literally, you can buy day passes, week passes, month passes, depending upon how long you’re staying in that location. Do it through ABA’s website. It’s probably the easiest way to do it.

And then you literally download the app. You decide which gym in the time that you’re -- the city that you’re in that suits your needs the best, depending upon, obviously the price of the day pass, and the equipment in the gym, or whether this is (sewing tool or a squash court).

You go to that gym and you walk in. You press Activate on the day pass that you paid for. You show that to the receptionist. And you go straight and then
start using the equipment. So there is no held up, there’s no blockage, there’s no time spent filling out waivers. Everything is very seamless operation.

So you just go straight in, you paid for it, there’s no hassle. There’s no one trying to sell you an annual pass or a monthly pass. We’ve taken care of all of that for you.

And on there, when you look at the site or the app, you’ll be able to see pictures of all the equipment to the gym, a description of the gym. And then obviously the price of the day or the week or the month pass. So depending upon the affordability of that, or what you needed to do.

So – and it’s also available – there are lots of different types of gyms on there. You know, you can go wall climbing in some gyms, kickboxing in other gyms. So have a look around the site and see what is available for you guys to be able to do.

Also, if you’re in a city – you know, if you’re in Boston or Chicago, and it’s snowing in mid-winter and you normally like running outside, this maybe an opportunity to just spend five bucks on a day pass to a gym which has a simple treadmill in it. So that you can – you don’t have to, again, use the excuse of the weather to be able to interfere with your fitness regime.

David Lefton: Yes. And you know, what I like about it too is the price. I mean there’s no contract. You – if I wanted a day pass to one of the local places here, if I want to work out at lunch or grab a quick workout, $4 for a day, and that is very, very reasonable.

It ranges, like you said Patrick, depending on what the gym has. But if I just want to get some cardio in or lift some free weights, a lot of these gyms are very, very well-priced and very affordable to get in without dealing with salesmen and all the things that go with long-term membership.

Paul O’Reilly: Yes. And obviously, you know, in certain cities like New York, where we are, real estate is more expensive. So some of those passes maybe more expensive, and depending on the city you’re in.
Melanie Bragg: So…

Patrick Williams: For those -- go ahead. Sorry. No, I was just going to say…

Melanie Bragg: Go ahead.

Patrick Williams: What I was just going to say that I was – you know, the discoverability as well, like obviously, as Paul mentioned, in places like New York and Chicago, it’s very difficult to find where the gyms are because they have street-level access, in a lot of cases, that tucked away on the 10th floor at the back of the building. And that’s one of the things that the website and the app will find the gym for you as well.

Melanie Bragg: Well, tell us how you came to have the idea that get this started.

Paul O’Reilly: Sure. So it really was starting off, I was as an investment bank hedge fund manager. And I travelled a lot. And so to my mind, it was very difficult to find gyms to work out.

And then also, one of my friends ran a large-chain – one of the largest chains of gyms in the world, 24 Hour Fitness. And I asked him. “What’s going on with this industry?” And he’s, “Well, it’s very fragmented.”

So I looked at the industry and did a lot of analysis on them. And it is highly fragmented. There’s really no real chain which is truly global. And if one said that they are, they’re actually like one of them in one city.

So it really did make up the idea of putting in a global platform, digital platform, combining the brands of these gyms in each city made a lot of sense. And then making it sort of a very much a two-click type of process.

The finance industry is – you know, there are a lot of money spent on technology. In the health club and gym industry, there’s not so much spent on technology. And certainly a lot of these smaller mom-and-pop type of gyms don’t actually spend a lot of money on tech. If fact, most of them don’t advertise their prices. You can’t actually buy any membership online. Not a lot of them have apps.
So it’s a real challenge, actually, when you arrive in a city trying to find it. You know, you go through Google and then you have to really then go and ring them up or go into them. So it really did, to my mind, make a lot of sense to put in a platform, which actually brought that all together.

So that’s really how the idea came about.

Melanie Bragg: But why would someone go to a gym outside of a hotel? I mean, you know, some of the hotels have…

Paul O’Reilly: It’s a good question. I mean, when you go to a lot of the hotels don’t have – they’ve often put their gyms in the basement. It’s usually at second floor. There’s a lot of hotels which – again, the equipment is not bought by people who really actually operate gyms.

So if you are used to going to a gym, and a good gym, and you travel a lot, you can be slightly disappointed by a hotel. Plus, also, we’re in a choice. You know, a lot of people want the idea of the ability to actually choose.

So the idea that actually you can go out and you can recognize on the app, find the brand, see exactly what they’ve got, “Ah, this is what they’ve got.” You know, whether it be weight lifting, whether it be yoga, whatever the case may be, that helps a lot. So it was very much the idea of offering people a choice.

The other thing as well is that, in the workforces, we’ve got millennials and Gen Z making up most of the workforce. A lot of them don’t really want to commit. They don’t want to sign into one-year contracts. So the idea that if people can now actually buy membership on a month, or a week, or even a day basis, is now attractive. So that’s another sort of thing which this platform and this app does.

Patrick Williams: Not only that – but we – great question, Melanie. We’ve spoken to quite a number of small hotels who have gyms in their basements that are not very adequate. And they actually want to offload that and take Zeamo on, on a digital basis, as a partner for that chosen solution.
Because they recognized that the square footage that they’re putting into a gym is not doing it (for their slides), and they want to be able to offer a better service. And obviously, we can offer a much better service with close a thousand gyms on the platform around the country.

David Lefton: Yes. You know, you raised a good point of – well, my wife was recently on a business trip. And a bunch of people in her group wanted to do yoga.

And so they all decided to go. And it certainly wasn’t something that you could find in a hotel. So if you certainly are used to a certain form of exercise – you know, a lot of hotels just won’t have it, then they’ll have a treadmill and you can certainly get some cardio and some of them have a little more than others. But by and far, separate facilities can have more what you need.

So with that said, I’m going to hand it back to Melanie to reintroduce Debi, I think.

Melanie Bragg: Yes. So anyway, Debi, so you’ve heard all this. What can you tell our wonderful participants and listeners that are taking time out of their busy day, probably saying, “Yes, but you don’t understand. I’ve got this discovery deadline.” “Yes, but I’ve got this trial. And I’ve got three kids at home that need to be have dinner.” And you know, managing their busy lives.

Tell us a little bit about how we can work this and make it successful and change our lives.

Debi Galler: Absolutely. Thank you again Melanie.

And one other thing that Mark Twain was attributed of saying is, “I’m an old man have known many troubles, but most of them never happened.”

So circling back to the idea of mindfulness and taking care of ourselves, a lot of times the pressures that we feel, not that they don’t exist, but maybe we have kind of taken them out of proportion a little bit.
So one of the things that you might consider doing with our very busy lives, and it’s something that actually I have woven into my life, is the very first moment, when you are waking up in the morning, we all have our routines.

But maybe before you hop out of bed, just spend one minute and become fully aware of your body lying in bed for that one moment. There’s nothing you need to do, nowhere you need to go, nothing you need to think about. Just for one minute before you get up and you start your day.

The other thing that you can do is, at the end of the day, a similar kind of practice. As you’re climbing into bed, you’re ready to turn the lights out, go ahead and turn those lights out, and just spend one minute.

And maybe do a scan of your body, start at your head, and go down to your toes, and just observe, how is your body feeling at this moment as you’re getting ready to go to bed? Just take one minute and do that.

So again, you want to build on the practice and sitting for 10 minutes or 30 minutes would be wonderful. But start with just maybe the very beginning of the day and the very ending of your day.

Then if that’s working out well for you, again, your very busy life, maybe when you go to get that cup of coffee, actually smell that coffee as it’s brewing. Maybe feel the warmth of the coffee cup in your hand. Do nothing for one minute but enjoy that cup of coffee.

That is being mindful. That is taking the practice of mindfulness into your daily life. Because while it’s great that we have this practice, and that’s our exercise, right, for our mind, the practice of sitting and focusing on something, what we want to do is bring it into our daily lives and be able to use it.

When you pick up the phone and you have particularly troubling client or particularly difficult opposing counsel, you want to keep from having troubles in your head that are maybe not really there. You want to be able to be fully attentive to that difficult conversation and being able to really hear what is being said and not imagine what you hear as being said.
So for newcomers to the idea of mindfulness, just like newcomers to exercise, for the most part, I don’t think you would go out on day one and run a marathon if it’s your first foray in exercise. You would start small and build up.

So the same thing with mindfulness. If you just don’t have time in your busy schedule, and who does, think about starting small in the beginning of the day and the end of the day. Just kind of – for me, it was anyway, an easy way to ease into or to always be able to touch that mindfulness component that for me is important in my life.

It’s nothing else. God willing, I know I’m waking up in the morning and I’m going to bed at night, and I can spend a few minutes at the beginning and the end of my day in mindfulness.

Melanie Bragg: And you can see the results, the end results in your life. And it’s kind of the same way with exercise too. You just do a little bit and a little bit. Pretty soon, you know, Michelle Obama arms didn’t happen in one day, right? But you know, three to five minutes arm weights.

And so Patrick, tell us, how do you feel that this exercise correlates into the mindfulness practice and can help lawyers make more money?

Patrick Williams: I think – thank you. Good question.

There’s a lot of ways that can work out. I’m thinking about Debi’s point there as well. One of the things that we do here in the office in New York is we sort of vow that we will not use the elevator unless it’s more than six or seven floors that we’re going up.

So using the stairs in the office is often just a way to get yourself going. It gives you that 30 seconds. It’s a little bit stressful to start with but it’s amazing how quickly you get used to it. And that can be the start of the building of your relationship to be able to get your fitness going again.

I know it worked for some of us at Zeamo. And we’re in the business. So a good way to get things going.
I also think that there’s a lot more productiveness. We know from research that we’ve done and reports that we’ve read here in the company that employees who exercise more can actually produce better results for the company. You know, this is by 10 and 20 percent on research. So it’s definitely worthwhile encouraging employees to be able to have an exercise program.

One of the things that we’re doing with Zeamo is engaging with large corporates to be able to subsidize employees to be able to use Zeamo. And the main reason we’re doing that is not because we want to go into competition with the gyms. We very much enjoy that having relationships with corporates as well. But we want to be able to give those corporates a huge choice of gyms to be able to access.

So it’s not just one gym down the street the company is encouraging you to use and subsidizing. This is gyms across the nation and across the world that we’re helping employers subsidize on behalf of their employees.

So again, I think what everybody has been saying on the call is, don’t jump in and do a mile swim across the ocean. You know, take this in baby steps. Just start thinking about it on a daily basis, making sure that your mindfulness turns into something that is physical.

One of the things that I found very useful about 10 years ago was, instead of rushing out of the house with a cup of coffee in the morning, was to actually stop for five minutes and have some breakfast. And that gets your digestive system going, (doing stuff) in your metabolism. And it means that through the day your digestive system will be running, so other things that you eat will run through the system much quicker.

So that is an easy start to the day. And then to be able to build an exercise program on top of that.

So really to push the (boy home), Zeamo is here to help you stop the excuses. We’re trying to lessen those excuses as much as possible. And – but to do it in a way that we feel is helpful and to give you as much choice as possible.
So I hope that answers your question.

Melanie Bragg:  Well that’s what I love because – yes, it sure does. Thank you so much.

And you know, the thing is, is that, a lot of times people say, “Oh, I just don’t like to work out.” “I just don’t like to work out.”

Well, these days, there’s so many different types of – there’s yoga, there’s hot yoga, there’s dance -- which I call dancing revenge of the baby boomers. It helps you with – whenever you’re taking a dance class, you cannot think about work, you cannot stress. You were just having to get hit your steps and you’re having a focus. So you’re being forced to not worry and think about things.

And then you also are getting socialization, which is another thing. You know, there’s been studies lately that have come out that are very alarming, that I’m really taking note of, and I’m sure Debi is too in her writing about this, is the fact that lawyers are the loneliest people and because we do work long hours.

I can’t tell you, for how many years, I would sit in my office and I had a fun event with friends at 6:00 or 6:30 that I needed to get this done for tomorrow. And I would call people and say, “Sorry, I can’t come.” I can’t tell you how many days I’ve broken and plans that I’ve broken because I’ve chosen work over my life.

And I finally, when I had my heart problem a few years ago, I finally just had to say no, I’m choosing my life over work. Because law is a jealous mistress. It’s a very all-encompassing thing. And we can – you know, many, many, many lawyers don’t come home for dinner. And they don’t – they miss big portions of their children’s lives too.

So there is a way. I do think there’s a way that we can handle this. And part of the reason why in GPSolo, we’re spending so much time on this in this year, is because we’re getting the stats that a lot of the young lawyers are
getting burned out. They don’t love the law like I do, per se. They want more of a healthy lifestyle balance.

So we want to help. We’re focusing this year. And thank you Zeamo for helping us do that, on just being well-rounded lawyers that love what we do, that love our clients, that provide great service and happy clients and happy successful lives. I mean that’s our goal.

Lynn Howell: OK. It’s Lynn. It’s time to take questions.

So (Marianne), would you give us or callers the instructions?

Operator: Thank you ma’am.

At this time, I would like to remind everyone, in order to ask a question, please press star then the number one on your telephone keypad. We’ll pause for just a moment to compile the Q&A roster.

Lynn Howell: OK. While we’re waiting, I just wanted to ask David. David, you know, you said you went on this journey of health and all. But you were in a small firm. How did your partners take to it? You know, did they see a shift in you? What was their thoughts on it?

David Lefton: Yes. (They have commented) and a few are interested. My brother work here too and he started training as well. I have another partner who is training at another facility.

And you know, I think overall, it has certainly (wrapped off) and it (wrapped off) on some of our friends. We now see of them up at our gym as well. And – you know, it’s been very positive.

And I will say too, one of things or one of the same response to Debi on making the time first, our nutritionist had a great idea. And I have to do a mid-morning snack, a mid-afternoon snack as part of the plan. And we’re taking a meal replacement shake. I got to get it in, so I put it on my calendar and that makes time for me.
And I do my best, and my legal assistant does her best not to schedule any appointments or phone calls during those times. And it really helps carve out some time to fulfill that part of it as well.

Lynn Howell: OK. Now Debi and Melanie, you both have come to mindfulness in your practices to writing and things. But how do you balance it with the regular energy that lawyers have? Where you got to get done, got to get it done? How do you roll it back? Because everyone says, take a minute. I mean, how may we can go a minute without 42 thoughts in there?

Debi Galler: Well it’s noticing the thoughts, right, that is key. When you’re practicing mindfulness, some people think the idea is you have this blank mind. You know, it’s a blank slate and you don’t think about anything. What it is, is really, is attention.

What are you paying attention to? The idea is to pay attention. You pick an object. The breath is the most easiest because it’s with you. Right? It’s portable. There’s no excuse. You have it everywhere you go.

The fact that you may have 42 thoughts comes up, that’s great. But all you have to do is notice that you have that thought, let it go for the moment because you don’t need to attend to it at that moment. What you’re attending to is, in my example, your breath.

So I do have colleagues of mine that finish a mindfulness sitting and think they want to pull their hair out because they had 42 thoughts. And it’s like, that’s great. That’s like weightlifting the maximize weight. You know, you brought attention to the fact that you have this thought. And then you just gently bring it back to paying attention to your breath.

Melanie Bragg: Right. And the other thing too, I have learned a lot from Eckhart Tolle, basically being in the present moment is now. So right now, is the bank calling the notes? No. Is the sky falling down? No. Is the client filing a malpractice claim against us? No. Is - you know what I mean, all those things that we -- you know.
When you’re looking at your thoughts and you’re noticing them, if it’s a thought from that past, it’s gone. And if it’s a thought from the future, of some perceived things that might happen – and it’s really easy to say this. I mean, trust me, anybody who’s really, really good with mindfulness and practices it on a regular basis, still has to keep going deeper and deeper.

But you can see some improvement, and I’m really working on that myself because just like the Mark Twain quote, most of the things that we worry about don’t ever even happen. So just keeping yourself in that present moment, right now. You know, I’m sitting in a beautiful office with a beautiful view and some beautiful trees, and right now everything is OK.

And so just the more we keep ourselves in the present moment, the more our happiness of our current situation expands. And then – you know, and then it helps us get to the task at hand one by one instead of – sometimes you can get paralyzed when we’ve got a deadline, and I do on my writing deadlines, of course.

You know, I think about the articles sometimes more than I do actually writing them. So I’m – you know, we’re all works in progress. And nobody has this – if anybody says that they have this completely handled, they’re probably not telling you the truth.

But all we’re saying is just a bit by bit, step by step, one workout at a time, one 15-minute session, one 30-minute session, pretty soon it adds up. And you’re going to see great results as a result of your new practices.

Lynn Howell: OK. Thank you Melanie.

Operator, do we have any questions yet?

Operator: Again, if you would like to ask a question, please press star then the number one on your telephone keypad.

Lynn Howell: All right. Thank you.

Operator: There are no questions at this time, ma’am. You may continue.
Lynn Howell: Excellent.

Now for our friends from Zeamo. Let’s say you look at that website, and there’s all this great opportunities of the different clubs to work out. And you say, “OK. I’m going to be brave. I’ve never gone to hot yoga before. And I take it.”

You know like when you – how did they handle going into a new club for the first time? You’re like, “Here’s my pass.” You act just like being a new kid at school and if you don’t know what you’re doing. You know, any tips for like how to break into the new gym and not look like a total outsider?

Patrick Williams: Very good point, very good point.

And actually what is funny about that is because of working at Zeamo, we go to a lot of different gyms. We use a lot of different local systems and a lot of different people we meet. And we go and try work out the vast materials of the gym that are on the platform.

And yet it is – it’s like being the new kid at school. It’s like being in a new school, yes. You feel like everybody else knows the system.

I actually always take a kind of positive attitude towards it, that this is kind of fun. It’s a bit of an adventure, you know, going to do wall climbing for the first time.

And if you smile and ask for help, the vast majority of people are always very willing to help. And they joined the team as being part of the community as well. So they actually kind of – if there are other members, very, very rarely will someone be grump with you and not want to help you with the system.

Literally, a couple of days ago, I was in a gym where they had the lockers where, like sort of old-fashioned safe. And I just could not work with it at all. And one of the members leaned in and helped me and said, “Yes, they need to update the system.”
So just smile and ask for help. And I promise you, everybody wants to be part of the community that all there for a common goal to be able to get fitter themselves. So welcoming someone new into the game is part of the fun for them too.

Lynn Howell: Well that’s good because somebody like me, and like me, I’m not so sure.

Patrick Williams: I know. Don’t worry. I’m always the awkward, clumsy guy in the gym and always feel that everybody else has been here for 10 years, and they’re all massively fit and perfect. They’re just as inadequate as I am.

Lynn Howell: Yes.

Melanie Bragg: It’s kind of like people who don’t want to go to church because they don’t feel they’re good enough for God.

You know, it was like, you got to start somewhere. So going to the gym is a great step. But I can see how people are shy about that. That’s kind of why I work out at home myself a lot because I just – I wanted to sort of do it in private. So I definitely understand the hesitancy of some people to do that.

But you know, if you’re in a different city and you’re on a trip and nobody knows you, it might be easier to tackle that.

Lynn Howell: Right.

Patrick Williams: It’s also a way of – you know, if you’re from a different – slightly different culture, and a slightly different company, and from a different city, it’s a way of getting to know the kind of local atmosphere of what people are up to, and really understand the local community by going and being part of one of its classes or doing a class in a gym.

Lynn Howell: That’s excellent advice.

Now operator, do we have any new questions?

Operator: Yes ma’am. Your first question comes from the line of (Mr. Valmer). Your line is open.
Male: Yes. I have a comment.

First, I have an Apple Watch. And it has a breathing reminder, which I immediately turned off. And I guess I should not have. It just encourages a moment of breathing during the day.

But then I have a question…

Melanie Bragg: I’m so glad you asked that. I’m so glad you asked that because I was going to bring that up, because I hated mine at first too. But now I love it because it does remind me to breathe. And so turn that back on for sure.

Male: Thank you.

And on Zeamo, does it work overseas? Or are there too many language difficulties?

Patrick Williams: I mean, that’s a very good question.

We’re in Germany, Italy. We’re in parts of Asia. You know, the big language problem, obviously in Australia, totally a different language – I’m just kidding.

It’s funny that we haven’t had enough much problems in Germany. We will be, over the next 12 months, introducing German and Spanish, because they are big languages for us obviously globally. And then we’re also doing initiatives in China.

But so far, we haven’t. I think most of the business travelers we’ve had have found that English has been a pretty common language for them. You also – you can – on the actual web itself, you know, on the website, you can do a Google translate. But we haven’t had any issues so far.

And the currencies are all – are translated into dollars. When you set your app, you can actually set it to dollars. So if it’s euros, it will charge you back obviously in dollars.
Male: Google translate sounds brilliant to me. Thank you very much.

My last question, if I may, is, I tried working out – we don’t have kids at home. My wife and I together didn’t work out very well. I like it early in the morning. She likes it later when I’m at work.

I’ve been thinking maybe if we do it together or not, the evening might be good. I don’t know whether before dinner or after dinner. It might make me drink less and think more. What do you think? When do you do it? Does it just vary?

Patrick Williams: It’s important to get it into a habit because if you vary too much, then it sort – you got to try and mark certain days and times when you do do it, because we are kind of creatures of habit.

I mean, I tend to do it – I tend to get up and exercise in the morning because if I don’t, my day gets the better of me. That’s it. I missed the opportunity. So I’m – up early in the morning in the gym and that’s sort of my routine.

They say the problem about leaving until after is that your day gets the way for you. And before you know it, you’re having dinner. And if you have dinner, and the chance you’d be getting exercise after dinner are probably quite less.

I don’t know with anybody else. David, you might have, I’m sure, something to…

David Lefton: Yes. You know, part of the reason I do the cardio in the morning is for the same reason - to get up, to get it out of way. I feel a little bit more energized by doing it first thing. And it really gets me going.

But all that said, I mean, I think it’s more important for you to find the time to get it done and fit it into your schedule. It doesn’t have to be the same for everybody. And you know, if after work is the best time for you, by all means, I wouldn’t hesitate to at least give it a try so that you can get started.

Male: Thank you.
Lynn Howell: OK. Thank you.

Operator, do we have another question?

Operator: Yes, ma’am. Your next question comes from the line of (Ray Powers). Your line is open.

(Ray Powers): Yes. I was wondering, I was multitasking here, watching the ABA website while listening to you all. And I don’t see anywhere on the ABA website where there is a link as a benefit discount or anything other than that to get to the zeamo.com website. I get to Zeamo but I can’t get there through the ABA site.

Paul Lefton: I don’t know if (Kym) is on. So I’ll do the best I can to explain to you on the homepage. But I need to pull it up.

(Kym Cushing): This is (Kym). I’m here. I’m sorry.

Paul Lefton: OK.

(Kym Cushing): Yes, sir. I’m (Kym Cushing). I’m with American Bar Association. So thank you for your question.

We are in the process of putting that information up. So it will be…

(Ray Powers): OK. So it’s not there yet.

Thank you so much. OK. Thank you.

(Kym Cushing): And you will receive it with a copy of a link of the recording too.

(Ray Powers): OK. Thank you so much.

Lynn Howell: All right. Well, it is to be reaching hour. We have about 20 seconds left.

So panelists, any last parting words?

Melanie Bragg: I would love for everyone to get in touch with us and give us feedback on our Brown Bags. Let us know how we can give them – you know, we want to
provide value, we want to know what they want. So any feedback, positive, negative, is very, very welcome.

Lynn Howell: OK. Any other speakers? We have last minute.

Debi Galler: Yes. This is Debi.

Yes, I think I’d like to just echo Nike, just do it.

Lynn Howell: OK.

Patrick Williams: Very good. I’ll definitely echo that. Just (do it).

David Lefton: You know, Debi, I was thinking about the same thing, maybe not the same words. But you know, one of the last caller is saying, when to work out? And it’s just do it. I think that’s a great way to leave it.

Lynn Howell: All right.

Debi Galler: And even 10 minutes makes a big difference, you know.

Lynn Howell: Yes. All right.

At this point, I’d like to thank our speakers and all of you for joining us. We truly value your participation.

You will receive an email in a few days with a direct link to the recording of this podcast.

You can learn more about mindfulness and other innovative programs at the 2018 YLD and GPSolo Conference, Tradition Meets Innovation, which is scheduled from October 25th to 27th in Charleston, South Carolina.

For more information about this meeting and our next podcasts, From Novelty to Necessity Pragmatic Social Media for Law Firms and Effectively Staffing Your Law Firm, it can be found on our website.

Everyone, have a great afternoon. And we look forward to seeing you next month. Thank you.
This concludes our call.

Operator: This concludes today’s conference. You may now disconnect.

Melanie Bragg: Thank you everybody.

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