

Imagine the perfect scenario...



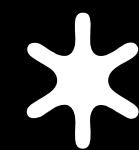
Escape can become a trap.



Likely diagnosis:
You're selling yourself wrong.

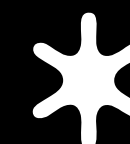


Solopreneur to Megafirm



Serving Your Needs

CONTACT US FOR A FREE CONSULTATION

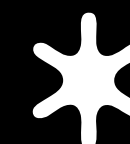


People Focused. Results Driven.

We are driven by a shared vision of what is right. We believe in fairness. We hold ourselves and others to the highest standards. We have a history of successfully representing our clients that few can match.

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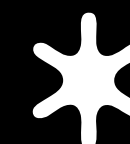


CELEBRATING
50 STATES IN

45 YEARS

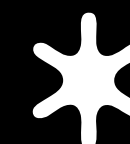
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PROTECTING YOUR INTERESTS IN GREATER DETAIL



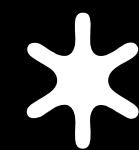


Boston Personal Injury Lawyer Seeking Justice For You



10+ MILLION
INJURY CASE SETTLEMENTS

3,000
PEOPLE HELPED



*accomplished
dedicated
experienced*

A CLIENT CENTERED PRACTICE





STEP 1: Figure out *your* unique story.

STEP 2: Tell it well.



Is business a popularity contest?



Who is your ideal client?



“The goal is not to do business with everybody who needs what you have.

The goal is to do business with people who believe what you believe.”



Who is your ideal **you**?



A: Know what you believe.

B: Have the courage to share it.



My why...

WE DON'T CHASE DREAMS. WE HUNT GOALS.

Sway is the brainchild of Amina Moreau, co-founder of five-time Emmy Award winning film production company, [Stillmotion](#). Knowing the impact a well told story can make, her passion for psychology, storytelling, and helping others comes to fruition through Sway. Driven by a relentless pursuit of meaning and impact, Amina is steadfastly committed to making every project truly purposeful.

Having grown up in a bubble of blissful unawareness, Amina's earliest beginnings were full of love, support, and shelter... shelter from the real world. One day in her teens, it all came screeching to a halt and her world was turned upside down. Hurt, betrayed, and hanging on by a thread, she had a big decision to make. Become bitter? Or become better? While it's taken her a long time to become trusting again, Amina takes pride in her choice to not just improve herself every day, but to improve the world around her piece by piece, project by project. This is why we're here.



TED Ideas worth spreading

WATCHDISCOVER

Simon Sinek | TEDxPuget Sound

How great leaders inspire action

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17:58

Simon Sinek



**Telling a personal story
when you're actually a group**







\$800,000
...in 58 hours.



66 million girls across Africa don't have access to education.

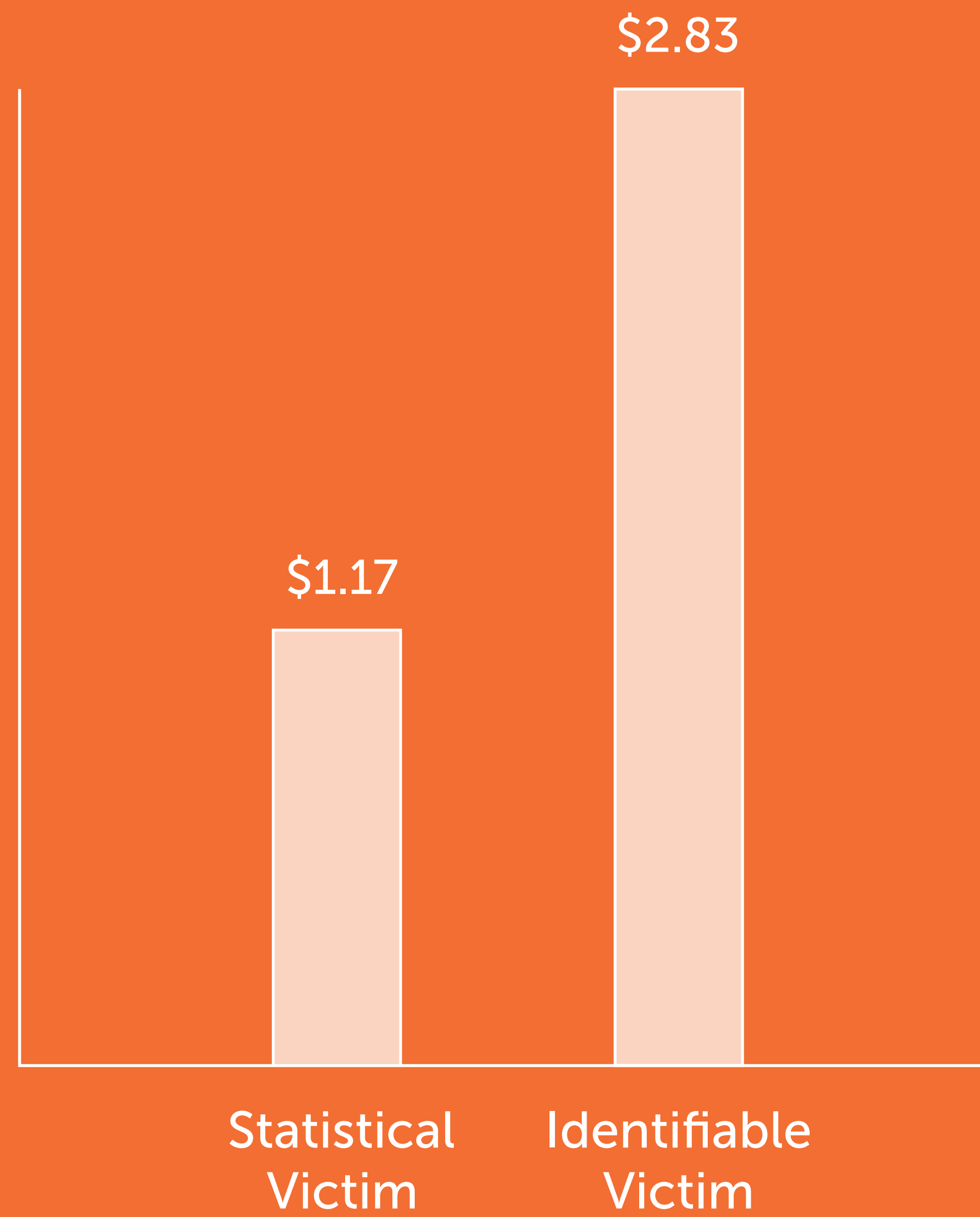
They are more likely to be sexually abused than attend high school.



66M girls x \$800,000 =
...a lot of money.



“Identifiable Victim Effect”





“If I look at the mass, I will never act.
If I look at the one, I will.”

— Mother Teresa



Solopreneur to Megafirm



Nicholas B. Jones

Nick serves as corporate counsel to more than 350 companies in the region. He is proud that he is considered a lawyer’s lawyer amongst his peers, serving as business and corporate counsel to seven area law firms. Nick has a reputation for providing long-term, personalized service to small and large privately held businesses, and has helped transition small companies into large companies and large companies into small companies. Nick has also successfully helped transition family businesses to the next generation.

Representative Matters:

Some of Nick's representative matters include:

- General Counsel to a Jiffy Lube franchisee for 20 years. Representing the company from initial formation with four stores in the area to assisting in all business and legal aspects of growing the company to operating 40 stores in 10 cities and becoming National Franchisee of the Year.
- General Counsel for 25 years to a family business operating an oil company with 25 sites in 21 cities. Involved in all aspects of family business, including operation of company owned gas stations and leased stations. Lead counsel in successful transition of ownership and operations between family generations.
- General Counsel for over 25 years to the largest woman-owned business in the region.
- General Counsel to many professionals including CPA firms, law firms, doctors, hydrologists, veterinarians, and dentists.
- General Counsel to multiple local restaurants, including 3 different restaurants that have each been named the region’s Restaurant of the Year in the last 10 years;
- General Counsel to multiple manufacturing companies, a steel company, a telecommunication provider, real estate developers, contractors, building suppliers, an outdoor store, and convenience stores.
- General Counsel to oodles of small “mom and pop” businesses, helping with every-day legal issues and every-day business concerns.

Professional Experience:

Nick is a founder and partner of Jones & Jones LLP, leading the firm’s business and real estate departments. His practice focuses on corporate and business transactions, real estate, contract negotiations, employment issues, tax, and construction law. Prior to forming Jones & Jones, Nick was an associate with the law firms of several others. Nick has served as Adjunct Professor for Business Law at State University since 2011.

Education:

University College of Law
Juris Doctorate, magna cum laude, 1992
Class Standing: 3/127
Associate Editor, Law Review, Court Board
High Papers: Constitutional Law, Civil Procedure, Taxation, Finance, Transactions

University
Bachelor of Science, Double Major, Finance and Management, 1988
Class Standing: Top 10 percent
Awarded Faculty Nomination, Beta Gamma Sigma Honor Society for Academic excellence and class leadership

Bar Admissions:

State Bar Association, 1991
State Bar Association, 1993

Professional Designations and Memberships:

Recognized as Super Lawyer, 2009-2018
Peer Review Rating: AV (highest attainable rating)
State Board of Bar Examiners, 1999-2002, Vice Chairman, 2001-2002

Personal:

Nick is very active in youth sports. He has been a baseball manager for numerous Little League, and high school baseball teams, interacting with many hostile parents. He has also been a basketball and baseball coach. Nick also served as Trustee with First Christian Church. He enjoys spending leisure time with his family impersonating Clark Griswold as the family tours around in the family R.V.



Nick is very active in youth sports. He has been a manager for numerous high school baseball teams, interacting with many hostile parents. He enjoys spending leisure time with his family as they tour around in the family R.V.



Jones & Jones LLP

Advocates in an Evolving Landscape



Dr. Jalal Khan



The Dentist Dr Jalal Khan

Dr Jalal Khan is the principal dentist of [The Dental Station](#) and The Dental Truck. He graduated from the University of Sydney with a Bachelor of Dentistry in 2011. Since then he has held several positions in various areas of the dental industry:

- private practice
- clinical educator for final year dental students at the University of Sydney
- consulting dentist for Our Lady of Consolation Aged Care Residence

As a dental student, Dr Jalal dreamed about setting up a mobile dental clinic. In 2017, this dream was realised, and Jalal spends one week every month delivering dental services to remote communities with poor access to dental care.

Follow his journey here: [@dr.jalal.khan](#)

Dr Jalal loves dentistry because of how it combines biology, science and art. The integration of the modern technologies means dentists can provide groundbreaking aesthetic dental treatments to a top standard. Dr Jalal regularly attends continuing professional education to remain up to date with the latest developments.

Dr Jalal is a certified [Invisalign](#) provider and [Oventus](#) clinician. In 2017, he completed the Master Implant Clinician Program at the world renowned Global Institute of Dental Education, based in Los Angeles, USA.

An Alfa Romeo tragic, outside of dentistry, he loves travelling with his family, wrestling with his son, playing football and watching Formula One.





Two teeth in a bowl of milk...

That's how all of this started for me. I was 13 years old, playing handball at school, when I found myself on the ground, battered and bruised, with two of my teeth lying next to me.

"Quick! Get those teeth into some milk!" That was some fast thinking on my teacher's part.

That bowl of milk saved my smile.

Since milk has just the right nutrients to keep a tooth alive while it's AWOL, my dentist was able to reassemble my smile and make it as good as new with my real, original parts.

I was fascinated.

And that was the day it began. I've been a dentist at heart ever since.



Define your “why”



Keywords represent **themes**
and emotions you want your
audience to come away with.



Ask yourself questions like...



What's most inspiring about the
team, our work, our results?



What makes us different?



What are our values?



What are we proud of?



How do we want the audience to feel?



Metaphor



My keywords...



Warm
WYSIWYG
Sharp
Outward
Pragmatist



Who's even going to notice?



Homework Part I:

Identify your five keywords

WHAT WE VALUE



Quality



Knowledge



Service



law firm with ball pit



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The Dangers of Indoor Play Areas - The Stewart Law Firm

Nov 4, 2019 - Contact the serious child injuries lawyers at The Stewart Law Firm, PLLC if ... off equipment, hurting other kids, or being trampled in a **ball pit**.





Homework Part II:

Rework *everything* so that it
represents your keywords.



Your legal team on the path from spark to fire.

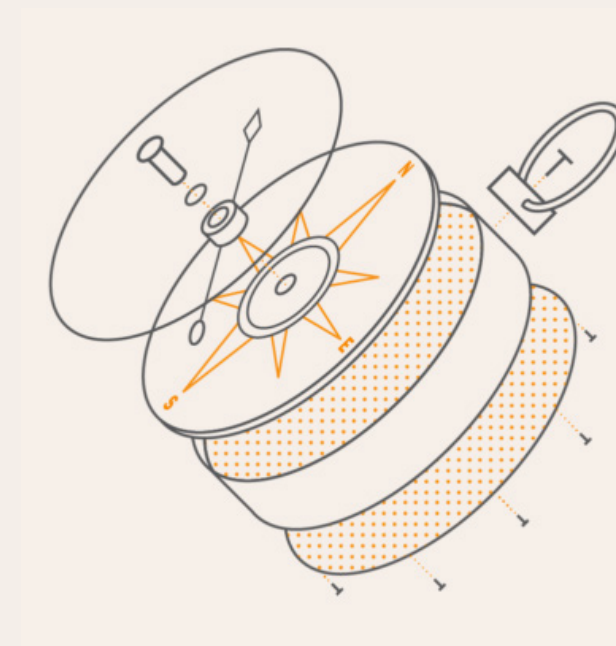
Tightening contracts and guiding negotiation, so
you can get down to business.

OUR SERVICES



We don't work with just anyone.

Matchstick works with leading agencies, studios,
and professionals across creative and technical
disciplines looking to tackle business challenges,
solve problems, and just get better.



Josh Barrett

Re: Love your website

To: Amina Moreau

4:07 PM



Some tips I give lawyers when they ask about our website:

- Do not write copy for lawyers but write for the clients.
- Don't sell what you do or how good you are - sell clients on a better version of themselves.
- Writing for the web is a specific style. Hire a copywriter if you can't do it yourself.
- Hire a good designer and listen to what designer says. Your (the lawyer's) feedback probably isn't good :)

Josh





Ask a friend to contribute



And keep in touch

amina@swaystorytelling.com