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## MESSAGE MASTERY

### Tips for Modernizing Your Email Marketing

Even in an age dominated by social media, many businesses still succeed by focusing on the more traditional model of reaching consumers through their inboxes. As with any marketing tactic, making your emails stand out and generate sales is the key to making your mailing list work for you. Here are three ways to sharpen your approach in 2025 and beyond.

#### **Don't drown in the social media sea.**

Email marketing still has the advantage over showcasing your wares on TikTok, Facebook, X, or Instagram. For one thing, utilizing social media as your sole means of marketing is like sprinkling fish food in the ocean and hoping the right fish chows down. When you post on social media, you compete against political memes, duck-faced vacation photos, and all the other content users receive. By focusing on developing

effective email marketing, you avoid subjecting your company to the algorithmic whims of social media platforms and hone in on your customers' specific interests, buying habits, and demographics.

#### **Ho-ho-hold off on holiday promotions!**

Holiday-related email promotions can be tiresome for customers already bombarded by plenty of distractions, so consider being one of the few vendors that presents them with an opportunity for a breather. Before a major holiday, allow them to opt out of holiday-themed promotional emails.

#### **Learn from your leading customers.**

First, if you haven't devised a loyalty or rewards program for your most loyal patrons, consider doing so immediately. If you've already segmented and targeted



your marketing to appeal to the most active people within your consumer base, take it a step further by utilizing them to strengthen the effectiveness of your email communications. Pay particular attention to what your most enthusiastic supporters click on and respond to. Their reactions are a valuable template for what may attract new customers.

Email marketing in 2025 isn't the computerized version of chiseling an ad into a stone tablet; it's a still-relevant tool that can attract and retain consumers in an increasingly competitive marketplace.

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## A Curious Lawyer at Work

### SOLVING PROBLEMS WITH PEOPLE IN MIND

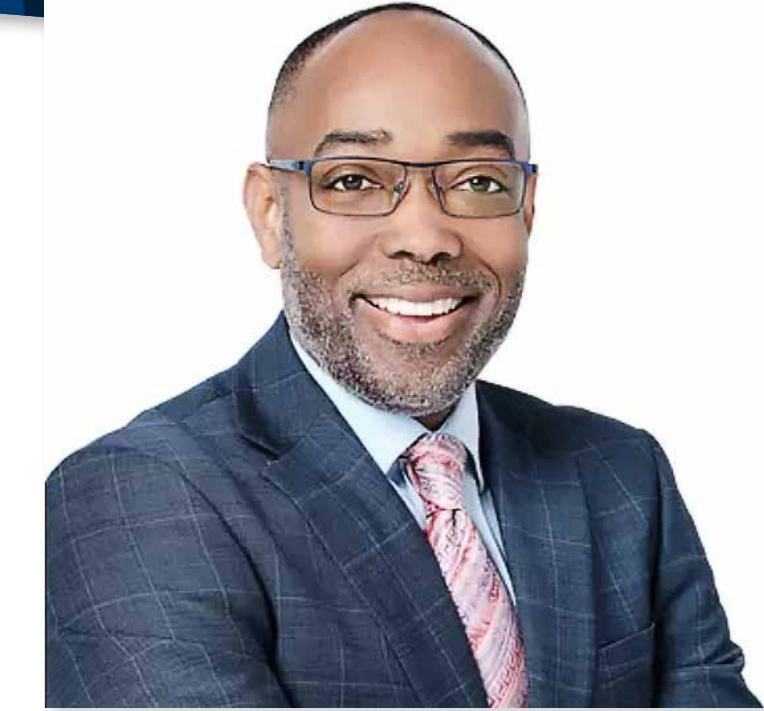
*Note: Our newsletter cover article will spotlight a team member every month. For this latest edition, we're thrilled to share a few words from our senior attorney, LeDouglas Johnson.*

I didn't always know I'd become a lawyer. Early on, I thought I'd be an engineer. I was strong in math and science, and people kept saying that's where the opportunity was. So, that's the path I started on. But when I got the chance to talk to professionals in the field and found out they mostly spend their days alone coding or working in silence, I realized I needed something different. I wanted to work with people. I wanted to solve problems that impacted lives in real time.

So, I shifted gears. I studied economics at Duke, and that led me to law. What drew me in was the variety. With law, you're always learning. Every client, every industry, and every issue brings something new to the table. I liked that, and I still do. Over the years, I've worked with clients in fields ranging from social media to toxic tort defense, and each one required me to get up to speed quickly, figure out what mattered, and find a solution. That fast-learning curiosity — the same thing that made me good at math and science — still drives the work I do today.

Before joining Sul Lee Law Firm, I worked for several different firms, from large international groups to my own solo practice. I spent a lot of time in litigation, especially on the commercial side, and that experience continues to shape how I approach cases. At Sul Lee, I've found a team that shares my values and has a real sense of collaboration. Everyone's honest, technically sharp, and genuinely working toward the same thing. That matters to me.

In my work, I focus on employment law and commercial litigation matters, and my days never look the same. I might spend a morning drafting a petition or a demand letter and the afternoon on a call helping a business owner make a tough decision involving risk, liability, or personnel. A lot of what I do is about catching things early. If we can identify and take care of an issue before it escalates, the odds of a good outcome greatly improve.



These days, I also keep a close eye on how AI is playing out in the workplace. These tools have real implications for employers. AI is being used to improve internal processes, but it's also leading to job transitions, role changes, and reductions in force. These things bring legal risks, and it's my job to help companies manage them responsibly.

Outside of work, I stay busy with family, hobbies, and other activities. I run regularly and participate in 5Ks and 10Ks when I can. I also love to tinker, especially on electrical projects. To be fair, many of my projects probably aren't necessary, but they keep my hands moving and my mind engaged. Of course, my family is also a big part of my life. I have four daughters and spend as much time as possible with them. My weekends are full of bike rides, basketball games, and family time at home.

Looking ahead, I'm excited to keep growing personally and professionally. At Sul Lee, I look forward to working with more clients, learning about new industries, and continuing to solve problems that matter. Every client, case, and business has its own unique puzzle, and I've always loved figuring things out.

*—LeDouglas Johnson*

# When Business Partnerships Break Down

## Handling a Breach of Agreement

Most business partners don't start out planning to take advantage of each other, but things can change. Maybe someone stops doing the work. Maybe they start dipping into funds without telling you. Maybe they cut a side deal and keep the money. Whatever it is, you feel it in your books, in your gut, and sometimes both.

These situations are frustrating, but they can also be illegal. Misusing business assets, hiding income, or even just refusing to contribute can be considered a breach of fiduciary duty or a violation of your written agreement. A lot of partnership contracts include specific steps for handling disputes, like mediation, forced buyouts, or even a process for walking away.

The contract might not solve the problem outright, but it gives you footing, as does documentation. Keep records of who agreed to what, who dropped the ball, and when things went sideways. You'd be surprised how quickly memories get fuzzy when money's involved. We've had business owners come to us after months of giving their partner the benefit of the doubt. Meanwhile, accounts were drained, and vendor relationships have fallen apart. That's not something a handshake fixes.

Texas law offers a few different paths for when partnerships go south. If your partner's actions are hurting the company, you might be able to remove them with a court order. In more extreme cases, you may need to dissolve the business entirely. On the other hand, if you want to keep things going but just can't work with this person anymore, there are ways to structure a buyout or redistribute ownership.

Not every dispute has to turn into a lawsuit. Sometimes, a sharply written letter gets the message across. Other times, you need to show you're serious. But one thing we always tell people is not to assume that waiting it out will calm things down. Bad behavior in partnerships usually escalates. The longer you leave it alone, the harder it is to unwind.

Sul Lee Law Firm helps business owners across Dallas and beyond figure out what to do when partnerships stop working. Whether you want to salvage the relationship or cut ties for good, we'll help you get clear on where you stand and what comes next.



# The Community Connection

## Tips for Capturing Local Customers

Whether you've just launched an eatery in your area, want to turn the locals on to your homemade trinkets, or have aspirations to dominate the global market for your products or services, focusing on navigating the marketing maze close to home first is often the wisest way to build a solid foundation for future growth. Here are three tips for building a presence in your backyard.

### If you know your neighbors well, you can sell to them.

It's reasonable to assume you know a few things about the place where you live. Your community's culture, key industries, economic standing, and demand for your business are critical to consider before establishing your business locally. If, for example, you intend to offer a product or service that the locals generally have previously had to travel out of the area to purchase, you can beat the faraway competition by offering discounts based on a customer's zip code. This promotional tactic attracts local customers while nurturing community connections.

### Care about the same things your local customers do.

As you establish your local footing, focus on things that bring your community members together. If local high school sports events are popular pastimes for your potential customers, consider sponsoring a team or donating to school fundraisers. Showing your commitment to supporting things your target local demographic values — and the visibility from engaging in such activities — will go a long way in helping you build a reputation as the go-to source for your neighborhood's needs.

### Catch consumers in the 'net.'

While you can still achieve some of the best local marketing the old-fashioned way (by hitting the streets), you can also find invaluable information while surfing the web at home. You can expand your online presence by identifying and listing specific keywords to attract local views. For example, if you want to drive sales of pizza at your casual dining establishment, using keywords like "best pizza in [town/city]" or "pizza delivery in [town]" can be advantageous.

By starting small and thinking locally, you can plant the seeds for growth in your community, leading to greater financial rewards than you ever imagined.

## Clients Who Know and Trust Sul Lee What Clients Are Saying



"If you're looking for a solid attorney in Texas for business disputes, real estate, or IP matters, I can't recommend Sul Lee enough.

"I first got to know Sul through a professional organization, and what stood out right away was how generous she is with her time and knowledge. She's always helping others in the field, always open to collaborating and sharing insights — and that really stuck with me.

"I also had the chance to work with her on a real estate issue in California. Even though it was a minor matter, it was clear she truly cares about her clients and is focused on doing what's right for them.

"Sul and her team are sharp, thoughtful, and solution-oriented. You'll be in great hands."

— Tony Liu

"My experience with Sul Lee Law Firm was outstanding. They were professional, caring, confident, and correct. I will hire them again without hesitation when I have any legal problem."

— Gyuman Lee



"I had the pleasure of meeting Sul Lee through a professional organization, and she has become my go-to for local counsel needs in the Dallas area. She is thoughtful, dedicated, and a great attorney. I recommend her without hesitation."

— Christian R.



"Attorney Lee and her team are doing great work for their clients. I know because I am one of those clients, and they have been proactive and diligent in the pursuit of my case. I gladly recommend them to anyone out there wanting to engage attorneys committed to your success. Daniela has been a great contact at the firm and has helped me to send in my materials for my trademark application. Keep up the good work!"

— Abogado San M.



## WORD SEARCH



Apples  
Aster  
Coffee  
Constitution

Foliage  
Grandparents  
Labor  
Lunchbox

Pirate  
Sapphire  
Virgo  
Waffles



## 3:2:1 Aperol Spritz

Close out the season with the ultimate late summer sip — refreshing, light, and effortlessly elegant. With its perfect balance of bitter Aperol, crisp Prosecco, and a splash of club soda, this classic Italian cocktail is as easy to make as it is to enjoy.

### INGREDIENTS

- 4 ice cubes (or more as desired)
- 2 oz Aperol (or other bitter orange aperitif)
- 3 oz Prosecco
- 1 oz club soda
- 1 orange slice

### DIRECTIONS

1. Fill a wine glass with ice cubes, then pour in Prosecco.
2. Add Aperol to the glass, then top with club soda. (For a sweeter sip, substitute San Pellegrino orange soda for the club soda)
3. Finish by garnishing with an orange slice and enjoy!

Inspired by AllRecipes.com

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