Michael Cowen:

This is Michael Cowen and welcome to Trial Lawyer Nation.

Voiceover:

You are the leader in the courtroom and you want the jury to be looking to you for the answers.

When you figure out your theory, never deviate. You want the facts to be consistent, complete, and credible.

The defense has no problem running out the clock. Delay is the friend of the defense.

It's tough to grow a firm by trying to hold on and micromanage.

You've got to front load a simple structure for jurors to be able to hold onto.

What types of creative things can we do as lawyers, even though we don't have a trial setting?

Whatever you've got to do to make it real, you've got to do to make it real, but the person who needs convincing is you.

Welcome to the award-winning podcast, Trial Lawyer Nation, your source to win bigger verdicts, get more cases, and manage your law firm. Now here's your host, noteworthy author, sought-after speaker and renowned trial lawyer. Michael Cowen.

Michael Cowen:

Today on Trial Lawyer Nation, I am joined by a good friend and a great lawyer, Darryl Isaacs. You may know him as The Hammer. How are you doing today, Darryl?

Darryl Isaacs:

I'm great, thank you. Thank you for having me.

Michael Cowen:

Thank you for coming on. Before we jump in, as always, we want to thank our friends here at LawPods. We're here at Trial Lawyers University in Las Vegas, and we're actually here with them live, which is really nice. I usually see them over the internet, but we have Rob and Juliana here and it's so nice to work with them. They make our lives so easy. If you're going to do a podcast, which is a lot of fun to do, I would highly recommend LawPods.

Darryl Isaacs:

All right.

Michael Cowen:

Darryl, tell us a little bit about, a lot of people know who you are, but maybe not all of our listeners know who you are. Tell us a little bit about yourself.

Darryl Isaacs:

My practice is in Kentucky and Indiana and a little of Ohio. I've been practicing thirty-plus years. My father and I started the firm. He has since passed and I'm hoping to carry it on for a little bit longer and then pass it to my children.

Michael Cowen:

That's awesome. How big of a firm do you have?

Darryl Isaacs:

About 140 people, about thirty-plus lawyers, so small firm.

Michael Cowen:

Small firm.

Darryl Isaacs:

Small firm.

Michael Cowen:

You've got the nickname, The Hammer. How'd you come up with that?

Darryl Isaacs:

Years prior, I started using it. I was the heavy hitter and I left the agency that I was working with and I didn't want a big battle. I mean, it's funny, you're a lawyer and you sue other people and your clients, but I didn't want to get in a lawsuit. I came up with the Kentucky Hammer and got it trademarked, copyrighted, and a lot of times people will shorten it for The Hammer, but I don't even know how many years I've been using it, maybe 20 years.

Michael Cowen:

What's the reason to use a nickname? I know my partner Alex Begum in New Mexico is The Law Giant. You're The Hammer. What's the reason for doing that?

Darryl Isaacs:

Well, it's branding and marketing opportunities. In the world where there's millions, hundreds of thousands, millions of lawyers, you want to stand out and a name works sometimes. But I think being branded in a certain capacity is very advantageous. For me, and I'm not just a hammer, like we got wewin.com, call The Hammer. I mean, our name is Isaacs, six letters, but no one spells it. I-S-A-A-C-S. Just over the years, we've just seen all the mistakes we've made and you learn from it. But branding opportunities, The Hammer just fit with me.

Michael Cowen:

One thing I've noticed is different about your marketing because I follow you on social media. I've seen a lot of your ads, you got a lot of creative stuff, but you don't act like the typical, even though you're The Hammer and you do have ads where you're carrying a big old hammer, you don't act like the stereotypical, I'm going to beat them up and make them give you all the money, plaintiff's lawyer that you see on a lot of ads. You show a lot of your personality.

Darryl Isaacs:

Well, I'm going to give you the secret sauce. I travel the country. I do presentations. I was waiting on you and I was talking to some guy and he started talking to me and I said, "I'll make this easy." What I like to

do is be a real authentic, but I like to be the person I am in real life. I've found if you help others, put others first and you're not selfish, you'll just get a lot more in return. The more I give, the more I teach and I teach from my mistakes. Every day, I make more mistakes than you probably make in a lifetime. I teach from my mistakes and just the more I give, the more I get.

Michael Cowen:

As far as your ads go, I mean they're trying to think, I don't want to say goofy because I don't want to put you down now.

Darryl Isaacs:

Sometimes they're...

Michael Cowen:

Your TikTok stuff. You go to the store and buy gum or eat a bunch of boiled eggs, but you still get cases off those.

Darryl Isaacs:

Well, here's the thing. You're talking about TikTok videos because they're different than some of our Super Bowl commercials or anything. But early on, I didn't get into TikTok till maybe three years ago and I went out and I got somebody that had 30 million plus views on some of her ads or I call them ads, whatever you make on a TikTok. When I started working with her, she wanted me to do all this crazy stuff like a dance. I have no rhythm. Wanted me to jump, I can't jump one inch.

Finally, one day I just said, you know what? I'm not going to do all this. If you want to follow me around and see a typical day, fine. If not, don't film me. Almost the first day we did it, we got into debate about croutons, and I didn't know croutons basically was burnt toast, dried toast. I didn't know what a crouton was, but I didn't think it was toast. I mean one of them got like three million views.

I think real authenticity, all that works. Now, a lot of people do TikTok and they follow the trend, but you've heard the road less traveled. You always got to go where no one is and I just didn't want to be the person that does what everybody else does.

Michael Cowen:

Tell me the story of how you ended up becoming a lawyer.

Darryl Isaacs:

I grew up with a family. My father went back to law school late in life at actually the age 40. We had a great uncle that was a maritime judge under President Johnson at the time. I don't know, my dad was getting sworn in. He was 43 or 44. We got, well say we, because I got sworn in with him. We went to the Supreme Court in Frankfort, Kentucky, and I was 11, I was nine to 11. I can't pinpoint exactly, but they told everybody raise the right hand. I jumped on a chair, raised my right hand, I took the oath and I knew that minute I wanted to be a lawyer. He helped everybody and he was my hero. It was a little challenging getting there, but I just knew I wanted to be a lawyer.

Michael Cowen:

What were some of the challenges you had to overcome?

Darryl Isaacs:

I have three older brothers and they're all super smart and I was the black sheep of the family. I was out hustling, working, selling, servicing, delivering papers, delivering, selling donuts. I just always, I used to vacuum the hallways. I wasn't a great student in school. When I finally to get in college, and I mean this isn't embarrassing, this is who I am.

I got in the University of Kentucky in 1982. It was the last year before they went to what's called selective admissions. The rule was you take the ACT, you put down you came first, graduated from a state high school. They had to take you and that's how I got in. I would not have got in the year later.

Then I graduated and law school, I didn't get in the first year and I took the LSAT three times, but first time I took it, I didn't get a 50%. I just had to keep working and working. Ultimately it was a struggle. But one thing I learned and it's helped me to this day, the more you fail, the harder you work. When you do succeed, it is so worth it. There is no substitute for hard work. But I didn't have the brains and intelligence of like you and so many people. I had to go with my strengths and my gifts.

Michael Cowen:

Well, you've done all right.

Darryl Isaacs:

Life's been good. I'm very blessed. I've had a lot of people help me.

Michael Cowen:

Where did you start practicing once you got barred and everything?

Darryl Isaacs:

Louisville, Kentucky. It was interesting. During law school, the first week I cut class to go watch this Fred Dolt who was an Inner Circle attorney. I'll never forget this. He tried this slip and fall against Robert Ewald who was a legend defense attorney in Louisville. I cut class, I watched the morning session, they broke for lunch. I came back and the door was locked and I was asking around and they said they'd settled. I was so mad.

During law school, I ended up clerking for a famous criminal trial attorney. It took me four years to get a three-year degree, but he trained me. I would work year round and I got to sit through 22 jury trials and he gave me the best training in the world. I worked for four bucks an hour, which led me, I didn't want to do criminal law so when I was working for him, I said, "Hey, I can get you personal injury cases." I knew how to brand and market and I got him 300 car wreck cases, which he let me work them during law school.

Michael Cowen:

Oh, wow.

Darryl Isaacs:

When I came out, I didn't go with him. I wanted to start my own firm and I did. I went to my father and he was semi-retired. I said, "I got this idea. I want to borrow your name. We'll be Isaacs and Isaacs. I'll give you a half." I remember to this day, he chuckled, but he was like, okay. We started a firm, $2 billion later. We've been lucky.

Michael Cowen:

What did you do to start getting cases? You said you knew how to market. How did you know how to market?

Darryl Isaacs:

Well, when I came out, I went to all the TV lawyers and said, "I'll do your litigation." Everybody says they want to do litigation. Well, I mean I sat through, and even the Supreme Court made an exception. I got sworn in during law school to work on a couple of indigent cases where I could go in front of a real jury.

But I would market candidly. I came up with a really nice letter that I would write to police report accident victims. You might send a hundred letters, you might get five calls, and if I could get them on the phone, I could sign them up and sign them up. I was getting about a hundred a year that way.

Michael Cowen:

Oh, wow.

Darryl Isaacs:

But when I came out, I just had all these law firms were sending me cases and I did that. But you do the work, you give half the fee and there's nothing wrong with it, but I wanted to get my own cases.

I'd started branding marketing, and just word-of-mouth referrals. Clients, I would always take their calls, do what they needed. I would always suggestive sell. When I was a kid, I flipped burger at Dairy Queen. Well, it was Burger Queen. They would tell us when you started selling, suggestive sell. They order a hamburger, would you like fries with that? They order a hamburger and fries, would you like a drink? Hamburger, fries and drink, would you like a cherry turnover? I would do that with clients. I'd represent them. Hey, do you know family, friends? Can I help them? I was getting hundreds of cases a year out the bat.

Michael Cowen:

Wow. How'd you learn how to work the cases?

Darryl Isaacs:

Well, that's interesting. I flunked the bar twice and while I flunked the bar, I went to the courthouse and back then they had, everything is filed public. Once it's public, you can copy. In law school if you cheat, it's plagiarism. Out there, once the attorney files a document, that's research.

There was famous lawyers, Larry Franklin was Inner Circle. Ann Oldfather was phenomenal. Nick Kane who ultimately had bought his building. I went and copied all their files and I studied it. Then when I'd go to motion hour, I would copy their pleadings and I would argue. Then ultimately I bought Nick Kane's building and he let me have a lot of his files. He was a phenomenal personal injury lawyer.

But then I started doing the national circuit like Joseph Jamail, like Russ Herman, and I would go where they'd speak, or Philip Corboy. I'd call them on the phone, they took my call. Pepper them with questions. I bugged anybody that was great and I just stole all their knowledge. I'm not saying I'm great. I'm just saying the great thing about trial lawyers like yourself, you help others, you mentor. I'm constantly learning. I've stolen from you, I steal from everybody.

Michael Cowen:

I'm learning from you so it goes both ways. I'm going to ask you a question. I'm actually being fairly selfish in this question because it's something I want to implement in my own life. If you're a lawyer that is not really marketing the public and wants to get started trying to market for personal injury cases, where would you start today in 2024?

Darryl Isaacs:

Well, and I've made it on TV. I would not start on TV. TV has made me but TV's audience. Three years ago, I spent 90% of my budget on TV. Today it's less than 20%. It keeps going down. The great thing about social media in this world is it levels the playing field. But I would start off doing, everybody can do LSAs, best way to get cases.

Michael Cowen:

What are LSAs?

Darryl Isaacs:

Local service ads, Google. Look, they own all the real estate. We just lease the space. But you can, everybody talks about the Map Pack, and to be at the top, and Google's found ways. LSAs is the very top you pay for, and it used to be three, now it's kind of down to two. Then pay per clicks, which everybody does. I would do that.

Then the other thing I would do, if you're going to do social media, I would go open an account like Facebook, TikTok, Instagram. Facebook has three billion users worldwide. Instagram has 1.5 billion, that's 4.5 billion. But guess what? You can target, like you're in San Antonio. You could target Facebook, just San Antonio.

There's things you could do, but then I like to go to the next level, grassroots marketing. Take your client list. I know you've got thousands. Start reaching out to them. You can do that once they're a client. There's so many things you could do, but word of mouth I think is the best, and you can get people to refer, but you want to get your own cases because referrals can dry up depending, someone's referred you and he retires, but you got to market yourself.

Michael Cowen:

Okay, you want to do social media, for example. You don't want to just do the same ad everyone else does at Blinson.

Darryl Isaacs:

Exactly.

Michael Cowen:

How do you find the version of, I guess say where you want to be your authentic selves, but you want to be your likable, authentic self. How do you find that? How do you find that voice and how do you tell that story of why someone should hire you?

Darryl Isaacs:

Okay, look, great question. I'm going to answer it with an example. Do you ever watch The Voice?

Michael Cowen:

Yeah.

Darryl Isaacs:

Okay. Recently, because I'm in Kentucky, Indiana and Ohio, and there was a gentleman, a janitor from somewhere in Indiana. He went on, they loved it. He killed it. They did the golden buzzer. He had the greatest story ever. It's not how rich you are or how powerful, it's how vulnerable you are. This guy went up, he'd never been on an airplane. He got up, he was shaking, he was nervous, he was trembling. The whole audience. He doesn't know what he did, but he had the whole audience in the palm of his hand.

I'm a big motivational studier, follower, speaker, all that stuff. Zig Zag would have done all that, and I tell people this. In today's world, you can motivate by love or fear. Love gets you everything. Fear is like Hitler and Stalin and no one wants that.

But this guy made you fall in love with him. He didn't dress nice. He didn't have the perfect body. He was just an ordinary person, and we all fell for it. He was amazing. But he could have been half the singer, still would've got the golden buzzer because everybody wants to help the one, the victim, the one.

When I tell you, the more you do for others, the more you help. You got to be real, authentic, vulnerable. The know-it-alls, and listen, I don't act like an attorney. I don't dress like an attorney. I don't look like an an attorney. If I go to court, I'm wearing a suit. I'm teaching the next two days, I'm wearing a suit, Today, I'm in a jersey.

Michael Cowen:

To those of you listening, he's in a Kentucky football jersey.

Darryl Isaacs:

This is who I am. You have to be who you are. I get this a lot of times, I was out there. One day, I was with the gentleman Jacob, who owns probably one of the, I forgot what his company's called now, but they spend $50, $100 million a year on Facebook advertising. He's like, "Darryl, not everybody can be like you." I said, "You don't have to be like me. You can be better than me." Every person is unique in this world and everybody has their own story to tell. You just have to tell your story.

I know a lot about you and I know everything you do and the good and all your great jury verdicts, which would say, I study you, but deep down, you're a good guy. You're a good human being. You have a lot to tell. Everyone has a unique purpose and situation. They just have to find it.

Michael Cowen:

Now, you're doing some of that here.

Darryl Isaacs:

I'm sorry, dude, I'm rambling.

Michael Cowen:

No, no. You're not rambling. It's great stuff. I'm going to try to apply it.

Not just by doing podcasts, but you do a lot to help other lawyers and share the things that have made you successful. Whether it's a mastermind group, whether it's just getting on the phone and talking to people and it's not for the money because you'd make more money focusing on your law firm. I mean, you lose money when you do that stuff. Why do you do it? What drives you?

Darryl Isaacs:

Well, okay. Listen, I wasn't always like this. I mean, everybody says you're great. You give me great compliments and I want to thank you. But I was like everybody else. I was rejected. I was made to feel invisible. I flunked the bar. I didn't have a chance to go work for anybody but the criminal attorney.

But in 2015, I had a very bad accident, and at that point I had represented thousands of people. Brain damage, wrongful death, you name it. I never really connected. I thought I did. I had no idea what the clients were going through. I get hit by a car, break my neck. I wasn't walking for eight days and I was like everybody else. The first two days I was angry, why me? Why me? Why me? Then an epiphany came over, why not me? Then I thought, I'm a personal injury lawyer. Maybe I'm getting a taste of my own medicine.

But I had this, and I'll never forget, I had Cathy. She was watching me in the hospital. My wife had stayed with me 30 days in the hospital, but left for two times because we had kids, so Cathy would stay. I looked at her and I said, "I've just got this epiphany and I made this deal with God. If you let me walk, I will help everybody do what I do," and I walked four or five days later.

Michael Cowen:

Wow.

Darryl Isaacs:

Since then I've helped thousands of attorneys. But once I started helping them, it helped me. It makes me better by helping others.

Michael Cowen:

I do appreciate it. Not only did it inspire you to, I mean share more and help other lawyers, but all the injury and the recovery that you've gotten. You're still getting surgeries, I mean.

Darryl Isaacs:

Yeah, I just had my 12th.

Michael Cowen:

Your 12th?

Darryl Isaacs:

12th in June this past year.

Michael Cowen:

Well, of a sudden you showed me an X-ray of your spine. I mean, it's pretty gnarly. But how has that affected your ability to be a better personal in injury for your clients?

Darryl Isaacs:

Well, I know what they're going through. One of the injuries I had is I had the hangman's fracture. They hang you, they break your C-2 or snap it or fracture it. But I had also my C-1 was crumbled, so head and neck came out of alignment with my spine, and I had this amazing result. I should have been dead or a

paraplegic or a quadriplegic. But what the doctors told me, I had like 30 in my room the first three days and I was in and out of it. But my wife was telling me all these stories.

They determined my head and neck came out of alignment at the scene and my spinal cord moved out of the way when I had that. I mean, it's an act of God, but my first three months, I was in a neck brace. I thought I was living the rest of my life in a neck brace.

But I can remember the first day I went back to my office, a lady called. Her daughter broke her neck, and she saw my story and she called and she wanted, basically she wanted me to represent her, but all I wanted to do was talk about I know what she's going through and I was answering questions. It just made me more in touch with the plaintiffs.

Even now, you have to be careful because I can represent someone that's had one or two surgeries. I've had 12. It's not about me because I don't want to tell them and they go, oh my God, mine's nothing like yours.

Michael Cowen:

Right.

Darryl Isaacs:

Each case is unique and different, and everybody's pain is real to that person. I got to be careful that I don't over talk about mine and I want to listen. We've been to the ranch and listening is the most important thing out there, but it's really allowed me to get in touch with what they're going through.

Michael Cowen:

That sounds right. You mentioned you went to the ranch. That's the Gerry Spence Trial Institute at Thunderhead Ranch.

Darryl Isaacs:

Yes.

Michael Cowen:

I was blessed enough to go there a long time ago when I...

Darryl Isaacs:

And I'm older than you.

Michael Cowen:

But it's a wonderful place. I'm hoping to get back when I don't have a kid at home anymore. I just travel so much, I can't justify spending any more time away from my one son that's left at home.

Voiceover:

Each year, the law firm of Cowen Rodriguez Peacock pays millions of dollars in co-counsel fees to attorneys nationwide on trucking and commercial vehicle cases. If you have an injury case involving death or catastrophic injuries, and would like to partner with our firm, please contact us by calling (210) 941-1301 to discuss the case in detail and see where we can add value in a partnership. Now back to the show.

Michael Cowen:

A lot of people that build up a firm like yours, you've got over a hundred employees. The money's coming in, the cases are coming in, become more managers. You don't see them trying a lot of cases themselves because it's hard to be running a big business taking care of all that parts, marketing and trying cases yourself. What made you want to go to the Gerry Spence Trial Institute up in Wyoming and spend what a month, three weeks working on your trial skills?

Darryl Isaacs:

Well, Rex Parris.

Michael Cowen:

Okay.

Darryl Isaacs:

It was interesting. I'd wanted to go for 20 plus years. I didn't think I was good enough and there were times where I'd fill the application, but I didn't have the guts to send it.

Michael Cowen:

Wow.

Darryl Isaacs:

I just thought I had the imposter syndrome. Everybody looked at me and I was this alleged great yada, yada, yada. But deep down I always thought I'm not as good as the next person. The fear made me work harder and harder and harder. Some days I work 18 hours a day, not consistent, but with technology, I can travel around the world and still work.

But I guess right after COVID, Rex reached out and wanted my help in doing some marketing and branding and I couldn't believe he's calling me. Of course I did it. Then I'm like, okay, I'll do you a favor, but you got to do me a favor. You got to let some of my attorneys try cases. Then he's like, I started meeting him and he's like, Darryl, why aren't you trying cases?

I used to try them all the time 30 plus years ago, but I didn't want to compete with my lawyers so I let the lawyers work for me. I don't know, Rex is like, you need to be the one, you got the alleged celebrity status. I don't know if I agree with that. But he literally said, "Come out there, I'll even train you." He started training me and I got to try a case with him. The more I learned, I realized Gerry Spence's method just sounded great for me and I went and I've told this story.

I literally was driving to meet behind the bus because you get on the bus or you follow it to go up and I'm driving in at the airport, I thought I got to turn around, I'm just not good enough. But I thought, why am I quitting? I've never quit anything. I went and it was like three weeks of having kids, getting married, do all that stuff's greatest day of your life. But literally going out there for three weeks, it changed my life. Since then, I've been out there, I've done three times now. You go three week and then you can go to the grads a week. But just getting with other great lawyers and then they're teaching you and it makes you better.

Michael Cowen:

You're getting back in the courtroom now?

Darryl Isaacs:

Yes, yes. I'm excited. I had a couple settle, but this year coming up, I got two that I think will go. Our firm tries maybe five to 10 cases a year. I'd like to try about 30, our firm. I just thought I'm just going to lead by example and jump back in.

Michael Cowen:

How are you managing the time between doing the stuff you need to do for the marketing, making sure the firm runs right and everyone's doing their job, and then getting involved in cases and trying them yourself, and then fourth, having a life?

Darryl Isaacs:

Listen, when I came out of law school, my first five years, I took one vacation. I worked seven days a week. I don't recommend that for anybody. Over the years, I've had doctors say, "You're going to die if you don't... " But I, on a typical day, I might work anywhere from 12 to 18 hours, not constant, but again, it's what I love to do.

Now I have people that run the firm and I'm trying to just do litigation, but being the owner and the face of the firm, I have to be visible. I found I can do the marketing and branding when I'm helping others. Here, I mean I run into Brian Pan or some of my favorite lawyers that I've learned from. Well, I'm taking pictures and then I post it.

You can brand, you can market. Also after my accident, the doctor made me, because I have a brain injury too, and my doctor said, "You can't do everything you used to do." Now I delegate. I got a full-time executive assistant, and she's remote. She keeps me in line. You just need people to help you. I couldn't do it all. But at the same time, I got a lot of coaches. I got people to help me, and so...

Michael Cowen:

How do you think being, you basically are a celebrity, at least in Kentucky and Indiana. I mean people know who The Hammer is. You've been on TV forever, you've got billboards all over the place. How do you think that affects you when you're going to try a case to a jury?

Darryl Isaacs:

Well, I was scared to death first it was going to hurt me because over the years we've had attorneys go in and it's funny because before my accident, I just assumed the public hated me. After my accident, I was in a hospital a month. I got like 3, 4,000 cards from people I didn't know. We're praying for you, Hammer. We love you, we miss you. I'm thinking, oh my God, what's going on?

But since then, if I'm not there at the trial, we've had attorneys, defense attorney at one trial in particular just stands out. They just bashed me over and over and over and jury. I mean, we had a one-day trial. The judge just, everybody was against us and the jury gave our attorneys every penny they asked. The people were mad, they smashed me and slandered me.

But all that aside, right now I can do these focus groups and I brought this out and people are just really welcoming. I don't consider myself a celebrity, but once they see me doing part of the trial or the focus group or something, and I don't even talk about it, I just go in. I'm one of them. When they realize I'm a real person, it doesn't matter I've been on the billboards or all that.

Michael Cowen:

I think a lot of it may be your messaging. I mean you are you, you're authentic. You're a nice person. I mean, I think if you were playing a character that wasn't as nice, it may have been more of a factor. But I think just people, I think they feel, I even get that sometimes from podcast listeners. Like you meet them, like I feel like I already know you.

Darryl Isaacs:

Yes.

Michael Cowen:

I think people probably feel like they already know you and they already have a positive, it's actually a positive because I always worry that it would be negative in the past, and I don't think it's that way anymore if you have the right authentic message.

Darryl Isaacs:

Well, there's a phenomenal trial attorney named Gary Johnson in my state, and moons ago he got the biggest verdict still I think in Kentucky. He got $275 million verdict and he's on back covers. We used to fight on who'd get the back cover of the phone book because I was on about 40. Gary's a friend of mine, a great, great trial lawyer, and he teaches. But man, admittingly, he'll tell you, he looks like a used car salesman, doesn't wear a suit, wears a sport coat. But he's so real authentic and he did what I would do. I'm ready. He's like, hey, I want to make a living. I can go out and work just like everybody else. He helps people.

I think what we find, think of yourself. If you had a choice between helping two people and one is arrogant, thinks they know it all, and another is shaken, nervous and just appreciative of your time, which one are you going to help?

Michael Cowen:

Oh yeah, absolutely.

Darryl Isaacs:

That's what I do now. I mean, Rex Parris always said he's the kindest person in the room, and I used to say that. But when I'm with Rex, he is kinder than me, pisses me off. But people love people that are kind and help people, and that's what I want to do. It's not an ass kissing. You got to be genuine.

I was telling someone while I was waiting to find out where we are going to be. I'm just as comfortable hanging out with a janitor than I am with the CEO. I mean, my grandfather used to say, "God loved the common man and woman because he made so many." I just treat everybody like I want to be treated and everybody for the most part's common people.

Michael Cowen:

If somebody wants to learn more from you and the things that you're teaching, I know you help teach other lawyers how to market instead of, even though you probably have the money and the ability just to go into the market, take their cases, you actually are sharing your knowledge. How can people learn from you and work with you?

Darryl Isaacs:

Well, I give everybody my cell number. I've probably given it a hundred thousand. I'll give it now. My cell is (502) 817-1000. I always tell people eight minus one is seven, one thousand. Then our website is wewin.com, but it's Darryl@Wewin.com and D-A-R-R-Y-L. They can just reach out, text, call. I'm on a plane a lot. I'm traveling like today. It was David Clark's room for three hours soaking up every word he said, got 30 texts. I wasn't about to look at that. I just want to listen to him. But I always get back with people. It just sometimes takes me time.

Michael Cowen:

I can attest. You do get back. Darryl, I've really enjoyed becoming your friend.

Darryl Isaacs:

Thank you.

Michael Cowen:

And getting to know you over the last couple of years and thank you for coming on.

Darryl Isaacs:

Well, thank you for having me and I'm not done stealing knowledge from you.

Michael Cowen:

Well, good.

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Voiceover:

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