



The  
**enchantingLawyer**<sup>™</sup>

# Action Guide

**Kara Ronin**

## **1. Create a Good Impression**

Kara talks about how it is important that you make a good impression when you are meeting people on behalf of your business. This will help them to see you in the way that you want them to – be it professional, powerful, trustworthy or something else. Be present and dress appropriately to create a connection and good first impression.

### **How Does It Apply?**

Write down below what you can do to give the right impression. Think about clothing and communication, but also what you can do after the initial meeting, and other factors such as how you would answer the phone.

## **2. Organize your Online Presence**

Kara explains how it is important to have a set of rules about how to conduct yourself online. It is easy to blur the lines between business and personal, but remember, everything that you put online will be able to be found, so you need to make sure that anything that you put out will not be detrimental to your business now or in the future.

### **How Does It Apply?**

Write down below some rules to help you to filter what you should be putting out online. For example, Jacob's rule is - "Be nice, be kind or be useful". If it doesn't fit into this, it doesn't go out.

### **3. Get the Small Talk right**

Kara describes how the first step to starting a conversation and meeting new people is through small talk. For many people this is a difficult skill, but is one that you can get better at with practice.

#### **How Does It Apply?**

Write down below some ideas of what you can talk about as small talk at an event that you are going to – such as clothing, interesting objects, the weather or the event which is going on. At the event practice making small talk and see how it gets easier the more that you practice.