



The
enchantingLawyer[™]

Action Guide

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1. Get a Blog

David talks about how a blog is useful for many different things. To start off with, it can be used to drive traffic to your website via social media and search engines, but it also gives you the opportunity to voice your opinions about issues in your field.

How Does It Apply?

Write down below some ideas that you have for blog articles.

2. Think about different kinds of content

David explains how these days, blog posts don't have to just be written articles. You can incorporate video, competitions or anything else that your imagination allows.

How Does It Apply?

Write down below some ideas of different kind of blog posts that you can add. Remember; don't be afraid to voice your opinions.

3. Get Networking and Paying Forward

David describes how networking and paying forward can work wonders for your business. Word of mouth is a very powerful marketing tool and it is definitely worth getting networking.

How Does It Apply?

Write down below some ideas that you have for networking and paying forward.