



The
enchantingLawyer™

Action Guide

Antonio Calero

1. Get your Content Out There

Antonio talks about how it's really important to not only have good content out there, but also to make sure that it is suited for your target audience. This means that you should be taking into account who and where they are.

How Does It Apply?

Write down below some ideas that you have for great content. Now write down for whom you will be targeting, where they are and when you will be releasing it, to make sure that it is really suitable for them.

2. Be Interactive

Antonio explains how it is really important to interact with your audience. This will keep you present in their mind and make them feel involved with you.

How Does It Apply?

Write down below some ideas that you have of how you can interact with your audience. You might want to think about responding and inviting comments or asking questions which provoke a response from them.

3. Try Live Streaming

Antonio describes how a great way to interact with you audience is via live streaming. This gives you the perfect place to interact with your audience and really engage with them.

How Does It Apply?

Write down below your ideas about what you want to talk about on your live streaming. You can offer information or set up a Q and A session, for example. Now give it a go!