



The
enchantingLawyer[™]

Action Guide

Ben Glass

1. Figure out why you're Different

Ben talks about how it is important for lawyers to be different from others. To have a niche, or be known for something. This means that people will see you as an authority and will also make it much easier for you to market yourself.

How Does It Apply?

Write down below some ideas that you have for what makes you different, and then choose one that you think could really work for your practice.

2. Stay in Touch

Ben explains how it is really important that once you have that first contact with people that you stay in touch with them. They might be clients, ex-clients, future clients or even just people who have shown an interest in you. By staying in touch and following up, you will stay in their minds and they are more likely to use you, use you again or recommend you to others.

How Does It Apply?

Write down some ideas of how you can stay present in people's lives. You might want to consider sending out emails, newsletters or hosting events, for example.

3. Don't be the same

Ben describes how a common mistake is to look at what other people who are similar to you are doing, and to do the same thing. In actual fact, you should be looking to do something different.

How Does It Apply?

Write down below some ideas of what you can do for marketing that is different to what your competitors are doing. Start by writing down what they are doing, and then try to figure out something that is totally different.