



The  
**enchanting**Lawyer™

# Action Guide

**Bryan Kramer**

## **1. Get the Branding Behind the Branding**

Bryan talks about how some of the most successfully branded businesses use branding for the people behind the brand. Think Steve Jobs with Apple. It gives people the chance to see the personalities behind a product or company.

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

Think about the people behind your company – probably you! Write down below your ideas about personal branding and how you can implement it.

## **2. Put out a Mixture of Shared Content and Engaging Content**

Bryan talks about how business should be putting out a mixture of shared and engaging content. Both are important for a successful online campaign.

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

Divide the page into two sections – shared (which can be automated) and engaging content. Put your content ideas into each section. Now devise a plan for your output – when will you release each kind – remember the engaging content will require someone to be available to respond to comments/questions etc.

### **3. Try Tweet Chats**

Bryan explains how Tweet Chats are great for engagement as they can put you in touch with people who have an interest in what you are doing. You can stay there for 10 minutes or 10 hours, meaning that it is really convenient.

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

Have a look and see what subjects there are in Tweet Chats. Now write down below which ones you think could be beneficial for your business if you joined, and give them a go!