



The
enchantingLawyer[™]

Action Guide

David Bradford

1. Follow Up

David talks about how he follows up at the end of each day with the people that he has met and got the contact details of. It is a great way to make sure that you really do keep in touch with people before they get forgotten and before they forget you.

How Does It Apply?

Write down below how you are going to fit in your follow-ups every day. It is important that it is you that writes the message, and try to include something personal about what you spoke about when you met.

2. Categorize your Emails

David explains how his email contacts are all categorized. This means that at the click of a button he can find his contacts in any group. It might be salesmen, people interested in business opportunities, friends or golf players. This way you won't forget people, and it is easier to send out blast emails.

How Does It Apply?

Think about who you have in your list of contacts, why you might want to communicate with them, as well as what defines them. Write down your category ideas below and get sorting! Remember, your contacts can (and should) fall into a number of categories.

3. Don't Lose Focus

David describes how the key to a successful business is to remember the effects of your business on other people. Don't lose focus on why you set up the business that you did, in the first place.

How Does It Apply?

Write down below what your initial idea for a business was. Why did you set it up and what's its effect on people. Try to keep this in the front of our mind all the time.