



The  
**enchantingLawyer**<sup>™</sup>

# Action Guide

Evita G. Kaigler

## **1. Do something that you're passionate about**

Evita got into being a music industry lawyer when she realized that she didn't want to be a performer. She was always passionate about music and now she has used this passion to give her a unique place in the market, as well as stay motivated and keen.

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

Write down below some things that you are passionate about. Is there a way that you can incorporate this and allow yourself to work inside an area which really interests you.

## **2. Find your Niche**

Evita explains that her advice for anyone starting out in a new area – whether it is the music industry or somewhere else, is to understand why you want to be there and what your foundation is in that area. From this you can build solidly from strong foundations and you have the best chance at success.

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

Write down below why you want to be in the area that you are thinking about getting into. Now write down what foundations you have for this. You can use this to find your niche and get started in the right way.

### **3. Don't be scared of technology**

Evita talks about new technology and the future of the music industry. Generally, technology doesn't go away, so it is important that you try to use it to your advantage instead of being scared and going against it.

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

Write down below what new technologies are coming into your area of work, which might be seen to be possibly creating problems. Now try to look at it from another angle and see what you can do to use it to your advantage.