



The
enchantingLawyer[™]

Action Guide

2016 Predictions

1. Review where you are at

As good way to get started with your new year business and marketing efforts is to take into account where you are at the moment. You can then figure out where you are falling short and where you want to go from here.

How Does It Apply?

Divide the page below into sections for:

- SEO
- Reviews
- Mobile
- Video
- Apps
- Automation
- Content
- Personalization of content
- Branding
- Offline

Now for those which are applicable to you, write down where you are currently at in each section.

2. Summarize what you need to work on

Jacob explains that if all of these areas are continually reviewed and improved on, you will be well on your way to the excellent marketing of your business.

How Does It Apply?

Look at your page above and figure out which areas you need to work on. Now you can put in place a plan to get these areas up to date.

3. Marry online and offline activity

Jacob explains how your online and offline activities need to be linked. It may be about meeting online people in real life, or connecting with your offline contacts, online. You can think about holding events or meet ups and really strengthening your relationships.

How Does It Apply?

Write down below your ideas about how you can link your online and offline activities.