



The
enchantingLawyer™

Action Guide

Jim Hart

1. Do what makes you happy

Jim talks about how certain events in his life made him realize that life is too short to be doing things that don't make you happy, and this is why he quit his family law practice and set up his new Intellectual Property law firm.

How does it apply?

Are you doing what makes you happy? Write down below the things that you want to change and now start changing them!

2. Get the right Business Model

Jim explains how there are a number of business models out there which can work for your customers as well as you. They can mean more financial stability as well as give you more security if you suddenly need to deal with something in your personal life.

How does it apply?

Have a look at different business models –for example, subscription services, legal insurance, or funding and payback schemes. Is there one that you could use in your practice which would make things easier for you?

3. Give away information

Jim describes how he gets more work from giving away information for free than by withholding it. He believes that by giving away information, people realize the value of an attorney.

How does it apply?

Think about what you can do to give away free information. Think about newsletters, podcasts, blogs, social media... Now write down your ideas below.