



The
enchantingLawyer[™]

Action Guide

Kevin O'Keefe

1. Help People

Kevin saw his whole business change when he started to give people advice online. He started with aol and quickly proceeded to create his own site and offer information via blogging.

How Does It Apply?

Write down below some ideas that you have to get in touch with people and help them by giving advice. You could think about websites, forums, webinars or live chat, for example.

2. Provide Free Information

Kevin explains how lawyers now and in the future should be sharing information. By showing what they know, they can become an authority on the subject and people will seek them out when they need their services.

How Does It Apply?

Write down below what subjects are your specialties. Now figure out some titles which you can show your expertise and go and show them to the world!

3. Start Building your Reputation

Kevin describes how it is never too early to start getting your name out there, build your reputation and get in touch with people who inspire you. This can help you to get your dream job when you finish studying, or prove to the world that you really have a passion for what you do.

How Does It Apply?

Write down below the people who you would like to contact and the areas that interest you. Try to use social media to get in touch with these people and use what you have learnt from them to show your passion.