



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

# Action Guide

**Nicole Abboud**

## **1. Get Blogging**

Nicole explains how one of the best ways to get your voice out there is by blogging. Not only does it give you the chance to put your ideas across and practice writing, it can also be used to attract people to your website and get involved in your online community.

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

Write down below some ideas that you have that you can blog about. Now get writing! If you don't feel that writing is a strong point of yours, why not think about blogging using video (YouTube) or a podcast?

## **2. Build a Community**

Nicole talks about how one of her most effective marketing strategies is to build a community. By getting out there and meeting people both online and offline, you can help them and they can help you.

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

Think about what community building ideas you have and write them down below. Now try them out and write down what are the most effective for you.

### **3. Build your Profile**

Nicole describes how it is a great idea for students, whilst still at law school to start to build their profile. This means building your profile online through social media or websites, and reaching out to people that you admire.

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

Write down below what ideas you have for building your profile online. Think about writing blog posts, or just putting out good information that could help when you leave law school. You can use this as a reason to reach out to people that you admire.