



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

# Action Guide

**Brian Fanzo**

## **1. Be Yourself**

Brian talks about how he only saw success when he stopped trying to be what other people wanted him to be, and started being himself. He concentrated on what he was best at, and putting out content that he knew about, in a format that he knew about.

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

Write down below some ideas that you have about where and what content you can put out. Think about what you are good at, and what you are expert at, and use these as your basis.

## **2. Be Great in a Few Places**

Brian explains how when it comes to social media, it is much better to be great in a few places, than good in many. This allows you to make sure that you get the best return for your work and people get the right idea about you, as well as fully engaging with them.

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

Write down below the social media that you are currently using. Is there too much? Which platforms are most frequently used by your customers or people that you want to attract? Now focus on these to make sure that you have a really great presence on these platforms.

### **3. Try Live Streaming**

It's no secret that Brian is a fan of live streaming, but it can be a bit daunting, especially for those who aren't so technically minded, or comfortable in front of a camera. It is, however, a great way to engage with your followers.

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

Give live streaming a go. If you aren't totally comfortable, write down below, some ideas about what you can stream about – don't forget to try to encourage engagement from the people watching.