



The
enchantingLawyer[™]

Action Guide

Dan Jaffe

1. Sort out your Website

The whole premise of Dan's business is to help lawyers whose websites aren't working for them. If you have a website is it how you want it to be? If you don't have a website, you should – how would you want it to be?

How Does It Apply?

Write down below some ideas about what you would like your website to do. Now you can go about trying to get it to do it.

2. Start Blogging

Dan explains how blogging is great for showing people what you know, building trust and getting people to your website in the first place.

How Does It Apply?

Write down below some of your blog ideas. One excellent idea is to think about the questions that people often ask, and answer them in a blog post.

3. Manage Expectations

Dan talks about how blogging can be used to manage your customer's and potential customer's expectations. By giving them all of the details that they might need to know, they will know what to expect and be less likely to be disappointed.

How Does It Apply?

Write down below some problems that you have where expectations and your service don't always match. Now try and figure out some blog posts that you can write to help to inform people and manage these expectations.