



The
enchantingLawyer[™]

Action Guide

Joel Comm

1. Use your Social Media

Joel talks about how social media is the best media to build and maintain relationships between you and your clients, and potential clients. People like to buy from those who we like, know and trust and social media is a great platform to nurture these relationships.

How Does It Apply?

Write down below some ideas that you have to build and maintain these relationships on social media.

2. Do More Good Stuff

Joel explains how he noticed that the more good things he did for people, the more good things people did for him.

How Does It Apply?

Think about what you can offer to people which can help them. Write down your ideas below and now go and do them!

3. Don't Under-Estimate Fun

Joel talks about how he devised his i-Fart app as a piece of fun but ended up going viral. This shows how we all need a bit of fun in our lives.

How Does It Apply?

Write down below some ideas that you have to lighten the mood and enjoy yourself. Don't forget to live your life as well!