



The
enchantingLawyer[™]

Action Guide

Liz Azyan

1. Use Twitter to Reach Out

Liz talks about how she found it difficult to get a response from key people when she was researching her PHD. It was only when she used Twitter to get in touch, that she finally got the results that she was looking for.

How Does It Apply?

Write down below people that you would like to reach out to. They can be as famous or non-famous as you like. Now try to find their Twitter name and give them a go!

2. Get them Talking

Liz explains how it is much more effective to have other people talking about you than you yourself talking about you. New or potential customers trust a lot more the opinions of others in your business, than your own.

How Does It Apply?

Try getting your staff involved in your social media activity. Make it easy for them to tweet/post on Facebook about you and your business. Write down your ideas below.

3. Keep them Involved

Liz describes how something simple like giving a staff member a birthday cake, or a perceived 'success' is a great way to both keep them engaged and involved with your social media activity.

How Does It Apply?

Write down below some ideas that you can come up with which will keep your staff engaged and posing online.