



The
enchantingLawyer[™]

Action Guide

Mari Smith

1. Know your Strengths

Mari talks about how it is important for you to have your niche. If you are an expert in something, people will begin to see you as an authority, and you will be able to put out good, interesting and knowledgeable content.

How Does It Apply?

Write down below what you think you are good at, best at, and what could be your niche.

2. Get your Content Organized

Mari explains how it is important to have your content well organized. If necessary, you should get some help to make sure that your content is of good quality and regularly released.

How Does It Apply?

Write down your content plan. Now think realistically about if you can do this yourself, or get some help if you need it.

3. Start Using Social Media for Customer Service

Mari describes how the future of social media is going to be increasingly about using it for better customer service. You can get ahead of the game, and get used to it, by starting now.

How Does It Apply?

Write down below your ideas about how to use social media for improving customer service. Think about how quickly you can respond to people, and the best way to communicate with your customers/clients.