



The
enchantingLawyer™

Action Guide

Tony Litster

1. Identify your Core Message

Tony talks about how it is important for businesses to know what their core message is. Who are you and what are you trying to do? This core message can then be used across your online marketing.

How Does It Apply?

Write down below what your core message is. Now try to apply it to your marketing strategies.

2. Think about what your customer wants

Tony explains how the majority of law practices advertise on their website the things that are important to them – experience and qualifications, for example. In actual fact, customers don't care so much for this – they are interested in whether you can win their case, for example. This is what you should be advertising on your site.

How Does It Apply?

Think about what is important to your specific customers. Write these factors down below and then come up with some better text for your website.

3. Identify your Niche

Tony describes how it is important that you find your niche, your angle that will make you different from all of the others. This will win you clients as well as give you an angle to market your business.

How Does It Apply?

Write down below what your ideas are for your niche. What are your strengths? What do you enjoy doing? Now you can use this to help you market your business.