



The
enchantingLawyer[™]

Action Guide

Pavel Gitelman

1. Get Emotional

Pavel talks about how a lot of things in business rely on emotion. When he is recruiting people to work for him, he almost always chooses people who he thinks that he will get on with and be able to work with, long term. This is because skills can be taught, but whether you get on with someone, can't. In his work as a marketer, he also talks about how people buy because of emotion, so evoking emotion and showing yours is a great way to market.

How Does it Apply?

Think about how much you use emotion in your business. Can you improve on this? Write down your ideas below.

2. Just do it!

Pavel's final piece of advice to entrepreneurs is to just do it, and not listen to what other people think that you should be doing. Do what YOU think that you should be doing, and you will have more passion, motivation and determination for it to work out.

How Does it Apply?

Write down below some of your ideas to take your business to the next level. Now think about whether these were your ideas, or someone else's. Try to come up with your own that you are excited about starting.

3. Think about your Impact

Pavel describes how we should all be thinking about how we want to impact or change the world as a long term goal. This helps you to keep focused on what is important and keep you driving forward.

How Does it Apply?

Think about the change that you want to make and the impact that you want to make on the world. Write this down below and use it to keep you focused.