



The **enchanting**Lawyer™

Action Guide

Blitzmetrics

1. Targeting

How?

First of all, identify the goal of your content. Is it for educational purposes? Is it to obtain more clients?

Second of all, who is your audience? Once you understand your audience, what are their interests?

Lastly, you can run ads to target specific audiences. This is how you secure your existing audience and rely on them to do the word-of-mouth for your practice.

2. Amplify

How?

Do not rush into building a social media presence right off the bat. Do you have a visually enticing website?

Do you understand how your visitors browse your website?

If your website has no traffic, or valuable information, you cannot build a social presence without a solid audience.

Do you tell your personal story on your website? Allow your audience to understand where you are coming from.