



The **enchanting** Lawyer™

Action Guide

Darren Root

1. Define Yourself

How? Darren Root believes that you cannot limit yourself to only being strictly a technician or an entrepreneur - you can be a technician doing entrepreneurial things. Instead, your ultimate goal should be sliding across the "Continuum", which is a concept mentioned in his book "The Unintentional Accountant".

What is your role in the company? Do you aspire to be someone greater? Does your current title fulfill your dream?

2. Work-Life Balance

How? “Understanding technology” is possibly the best way to achieve work-life balance, as Root points out. Technology allows us to work anywhere, everywhere; however, this convenience contributes to our stress level.

Look back on your email behavior, is the reason why you can never be on vacation or enjoy life caused by your frequent email-checking habit? If so, could you be like Darren Root and set it to once a day?

3. Know how you're different

Why? Root mentions that 85% of firms don't have a business model, which is the biggest problem, including accounting firms and law firms. This leads to a marketing deficiency.

Can you identify your business? What's your marketing strategy, social strategy? How's your web design?

Keep in mind: What is it that you are great at? Who are you great at serving?