



The
enchantingLawyer™

Action Guide

Mark Schaefer

1. What is your Online Presence Like?

Mark talks about how it is important to use social media such as Facebook and Twitter to build communities. People don't go online to read your press releases; they want to see the human side of businesses. This can be done by posting interesting or funny articles, and then those people will come to you when they need your services.

How Does It Apply?

Write down the last 5 posts that you put on Facebook through your business. Are they purely about business or do they show your personal side? Now think about the next 5 posts that you can put out. Write down your ideas about how you can reach out to your community and make them want to engage with you.

2. Get the Right Content and Make It Move

Mark explains the concept of social proof and having the right content. You can be producing good content that nobody is seeing. The trick is to put out good content and to get people to see and engage with it, whether it be via tweets, like, shares, listening to your podcast or watching your YouTube video.

How Does It Apply?

Have you thought about the content that you are putting out? Does it suit your strategy? Write down what you are doing right now. Would it benefit from being released via a different media (eg. a podcast)? How can you make it move better and engage with a wider community?

3. Get the Strategy Right Before Jumping In

In his book, Mark talks about how some businesses jump straight into engaging with social media before they actually know what they want to do with it. Usually this results in it not being very effective and is done as a reaction to feeling 'left behind'.

How Does It Apply?

If you haven't got into social media yet, now is the time! Firstly write down what your plan is, what kind of content you want to put out, how often, in how much detail etc. Now focus on your strengths, are you better at writing or talking? Now think about the best way to put out this content — it could be a blog, podcast, YouTube video, via Twitter, Facebook...