



The  
**enchanting**Lawyer™

# Action Guide

**James Altucher**

## **1. Don't be Afraid of Failure**

James likens 'failing' to losing a tennis match. It should not signal the end to your tennis, or business career, but instead can be used as a platform to improve. Everything that is done in life is an opportunity to learn, and we can usually learn a lot more from a 'failure' than from a success.

### **How Does It Apply?**

Write down 3 situations where you haven't had the outcome that you were hoping for. What have you learnt from these experiences and how has this changed the way that you have done things in the future?

## **2. Adapt Your Product**

James describes how almost every successful business changes and evolves over time. It's important when starting a small business to not assume that you know who your customer is or the product that you will be ultimately offering. By doing this, you can work in a partnership with your customer base to adapt and improve the product and be helpful, which in the long term will make your business more successful.

### **How Does It Apply?**

Write down what you think is your product and your client-base at the moment. Have you had any advice suggesting how you could adapt or change your product or service, which you have put out of your head? If so, write down these ideas and think about ways that you could explore them as an option.

### **3. Become Nice, Earn Trust and Educate People**

James explains that the thing that people value the most is trust. A good way of earning trust is by educating people or by offering them something for free. If they get all of this for free now, imagine what they'll get if they pay you!

#### **How Does It Apply?**

Write down the products and services that your business offers right now. In what way can you offer something extra?