



The
enchantingLawyer™

Action Guide

Mitch Jackson

1. Do Something You Enjoy and be True to Yourself

Mitch explains that if you find something that you enjoy doing, and then focus on making that your job, you will never 'work' again. The most successful and long lasting businesses work because they are run by people who enjoy what they are doing and are true to themselves.

How Does It Apply?

Write down what aspects of your job you enjoy doing. Be honest with yourself. Can you focus your business on these actions?

2. Give out Good Content

Mitch describes how (especially) online marketing is changing. It is really important to give out good content which is useful to people. By giving out answers, you become the first point of contact for other questions and inevitably more business.

How Does It Apply?

Make a list of your top 50 most common customer questions. Now figure out a way to reach out to your customer base and communicate this information-it could be a blog, video, ebook... Think about what new technologies you can use.

3. Get Motivated

Mitch suggests changing your routine as a way to stay motivated. By trying out new technologies he is always changing his ways of reaching out to people, whilst keeping himself interested. Through google hangouts, freecast and google glass he has found different ways to engage with his potential client base, and stay motivated.

How Does It Apply?

Write down how you are currently communicating with your client base. Are there any new ways that you can engage with them, whilst keeping yourself interested?