



The
enchantingLawyer™

Action Guide

Tommy Walker

1. Be True To Yourself

Tommy explains how he was inspired by Julien Smith's book, *The Flinch*, to find his own voice instead of copying the voices of other bloggers. He used his background in film and comedy to create his unique spin on things. By being honest with yourself, you produce your best work.

How Does It Apply?

What kind of content are you putting out at the moment? Is it going out in your true voice? Write down what you think your unique spin is, and how you can use it to make great content. Be true to yourself, as by being honest with yourself, you produce your best work.

2. Understand and Exceed Your Competitors

Tommy describes how the future of digital marketing is changing and that it's now more than just putting a few keywords into an article. It is really important to know exactly what the competitive landscape in your area is, take it, and do better.

How Does It Apply?

Write down what you are doing right now with your digital marketing. Now write down what your major competitors are doing. Are you doing it better than them? If not, what new and interesting things can you do, whilst staying true to yourself?

3. Concentrate on Tommy's Content Goals

Tommy suggests that one of four goals should be used when creating content — VIRAL or REACH (written with the intention of it being shared), DISCUSSION (generating comments — market research), LEADS (generating leads or email addresses), and SALES. A balanced output is needed to get the maximum effect. As well as keeping you focused, it also means that it is possible to measure how successful each strategy is.

How Does It Apply?

In your digital marketing calendar, mark which pieces of content you want to release with which goal. Make sure that you stick to that. Remember that you only want one goal per piece of content. Write down some ideas of how you can reach those goals, and you can use these ideas to create great, effective content.