



The **enchanting** Lawyer™

# Action Guide

Kevin Alansky

## 1. Reposition

How? Think about the way you interact with people on social media. Have you taken advantage of the contacts you have made online, the people you wouldn't have met if it weren't for the Internet? Kevin Alansky intends to bring the "social" back into social networking, which means it goes beyond just sharing one another's content – you can and you should reach out to the people who are in your area, your fellow entrepreneurs, lawyers, business owners who are in your industry. Go and grab coffee with them. List five contacts whom you can learn from.

## 2. Revamp your connectivity

How? Kevin Alansky talks extensively about his company's app SocialRadar, which helps people connect better and faster. I have also written two articles on how mobile and Facebook apps can help business owners, [22 Apps for Lawyers and Business Owners](#), and [Grow Your Business Socially](#). Pick 5 apps you have never tried before, download them, and see if they will enhance your digital life!