



The
enchantingLawyer[™]

Action Guide

Bob Burg

1. Learn how to persuade People

Bob talks about how it is important when trying to persuade people that you think like a judge and not like a lawyer. This means thinking like someone who hasn't made up their mind, looking at all the information and then making an informed decision.

How Does It Apply?

Write down below some situations when you want to persuade someone of something. Now write down all of your arguments on both sides to be clear on how you will be able to persuade them.

2. Complain in the Right Way

Bob explains how it is important that you complain in the right, to get the result that you are after. By being polite and not shouting, you are much more likely to get a kinder response, and by acknowledging that it's not usually the fault of the person that you are complaining to, they are a lot more likely to help you out.

How Does It Apply?

Think about some different ways that you can complain and write your ideas down below. Next time that you are making a complaint, try to use these ideas to get the person on your side.

3. Learn how to say 'No' Effectively

Bob explains how it is difficult to say 'no'. It is human nature to try to please everybody, but it isn't possible to say 'yes' to everything. Being honest is a great way to start, but whilst remembering to be polite.

How Does It Apply?

Write down below some situations that you have found yourself in recently when you should have said 'no' but you said 'yes'. What could you have said to change the situation?