



The
enchantingLawyer™

Action Guide

Brian Carter

The
enchantingLawyer  Action Guide

1. Sell them what they want, give them what they need

Are you looking for a business idea or struggling to market your business? This phrase is fundamental in coming up with your idea and selling it. Brian talks about how sometimes what people need and what they think they need aren't the same thing, and the trick to good marketing is to make them seem to be the same thing.

How Does It Apply?

Think about what you are actually offering. Write down below what it is and now put yourself in the shoes of your potential customer. Are you speaking the same language? Write down what you think that they will be wanting and see how your product or service can fit into it.

2. Don` t be afraid to change

Brian talks about how he started out as an acupuncturist but it didn` t work out. From this, however, he learned a lot which he could take into the next phase. You never really know what`s going to work out, so you shouldn` t be afraid to change and to try new things.

How Does It Apply?

Write down some seeds of ideas which you have had for businesses. Why don` t you start by doing some research, try things out and figure out if there`s a chance that one of them might work?

3. Get Your Vision Straight

Brian tells us that to be a good manager you need to have a clear vision. If you don't have a vision for yourself how can you portray that to others and motivate them to fulfill it?

How Does It Apply?

Write down your vision. What is the overall result of what you are doing? It could be split into time phases or based on income if you need to quantify it. Now break it down and write down how you are planning on achieving it.