



Action Guide

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The Enchanting Lawyer  Action Guide

1. Get Started

Daryl talks about how a great way to get started with automation is by automating your emails. There are numerous tools available which can help you to automate systems, maintaining great customer relations as well as freeing up time for you.

How Does It Apply?

Have a look at the tools which are available to you. Now write down below your ideas about what can be automated with regards to emails. This could be an automated booking system, thank-you and check-up emails, maybe surveys or feedback emails, for example. Make sure that your email looks like it is coming from you and doesn't sound too technical.

2. Think about Repeat Business

Daryl explains how getting repeat customers is vitally important in any business. It is much more effective to get an existing customer to buy again than by looking for a new customer. According to Chet Holmes, only 3% of leads are ready to buy – that`s a lot of wastage.

How Does It Apply?

Think about how you can get repeat business. Write down below the answer to the question – *How would your business change if you had no more leads?*

Now write down what you need to change in your business.

3. Look for Success

Daryl describes how if a business depends on certain people, they are also at the mercy of them. This isn't healthy for any business, and one way to overcome this is by carefully documenting what they do and trying to find a system that both emulates this and can be automated as much as possible. Whilst some of the success will be down to the person themselves, some of it may also be practices that they put in place.

How Does It Apply?

Write down below some of the most successful people in your business. Now try to document what they do to get a better understanding of why they are so successful and look at ways that you can automate this.