



The
enchantingLawyer[™]

Action Guide

David Ward

1. Do Something for Free

David talks about how it is really important to be prepared to give something away for free. People are starting to put more emphasis on doing business with real people and so how you treat them is vital. Show that you really care about them and that you don't just see them as a dollar sign by giving them something useful for free. You'll find that they'll keep coming back to you as well.

How Does It Apply?

Write down below some of your ideas about what you can give away for free. It may be a service, or think about an e-book or useful document.

2. Figure out your Why

David explains how it is almost impossible to market a business if you are not 100% sure on your why, and who you are marketing to. Once you have figured out why your business is doing what it's doing, it's a lot easier to pass this message onto other people.

How Does It Apply?

Write down below your why. Why are you in that business? Why is your business doing what it's doing and who is your target market? Now you can use this to get a super marketing campaign going.

3. Get your Website Straight

David explains how it is vital that you have a great website. This, for many people is the first impression that they'll get of your business, so it's as important as your frontline staff in a shop or receptionist in an office.

How Does It Apply?

Try to take an outsider's view of your website. Is it clear and easy to understand and navigate? Is it professional looking? Does it include company branding? Write down your comments below and then try to fine tune it to make it work for you.