



The  
**enchanting**Lawyer™

# Action Guide

**Gerald Abila**

## **1. Use Technology**

Gerald uses the technology which is out there to communicate effectively with the people of Uganda and his clients. He uses social media such as Facebook and Twitter and has even developed his own app.

### **How Does It Apply?**

Write down people what areas of your business you think can be improved on. Is there any way that you can use technology to help?

## **2. Give Away Free Stuff**

Gerald talks about how he gives free legal advice to the people of Uganda. As a result of this he has created thousands of clients for both him and for other law firms as well.

### **How Does It Apply?**

Write down below what you think you can offer for free. It needn't be an object, you could offer advice, an ebook a taster of your product, or even a PDF document of useful tips.

### **3. Empower your People**

Gerald explains how he believes in empowering his people. By making them informed about their rights, as well as giving other people the power to help them, people rise to the responsibility. Work effectively and everybody's lives become richer and more fulfilled.

#### **How Does It Apply?**

Write down below what you are currently doing to empower both your employees and the general public. Is there any way you can make it any better?