

The **enchanting**Lawyer  Action Guide



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Action Guide

Howard Lim

1. Think about Why you Started

Howard talks about how many companies lose sight of why they started in the first place. If you have lost sight, how do you expect your customers and potential customers to believe in your business? This is the first step in getting an authentic brand.

How Does It Apply?

Write down below why you first started your business, and your mission statement. What is the reason that your business exists? Does your business branding correspond?

2. Be Consistent

Howard explains how branding isn't just a visual thing, it is about being consistent from the first contact. This goes from how the telephone is answered to the look of your stationary, to the tone of voice used in your output. By being consistent, customers have a greater understanding of what to expect from you and build their trust.

How Does It Apply?

Think about whether your branding is consistent across your entire business. You need to be seen as an entire unit. Are you answering the phone greeting people consistently? Is the service that you are providing consistent? Are you visually consistent?

3. Get the Right Design

Howard describes how the visual design of your brand is important. Included in this is the font used, colors and tone of voice that you use in your content. This can give subconscious messages to those who are seeing and reading your output.

How Does It Apply?

Have a look critically at your business` s branding. Write down what colors you are using. Do they correspond to the image that you want to give your business? Check out which colors correspond to which emotions. Is the tone of voice that you use matching the image that you want for your business? Write down what your competitors are doing and make sure that it doesn` t clash with you.