



The  
**enchanting**Lawyer™

# Action Guide

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## **1. Get on Social Media**

Jacob talks about how he embraced social media in the beginning as it was less expensive than conventional advertising as a way of marketing his business. He managed to get great exposure for minimal time spent and from social media a lot of other opportunities sprung up.

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

Write down below what social media you are currently on. Now think about whether this is doing the trick for you, and if not, what other platforms can you get onto? Make sure that your contact details are found easily and that you respond to communication quickly and accurately.

## **2. Give Away Information**

Jacob explains how giving away free information enabled him to quickly grow his business. By offering free information to everyone, he quickly became the font of information in his particular field, and this not only gave him increased sales, but also those valuable TV appearances which gave his law practice a boost.

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

Think about what information you can give away and the best way to do it. Write down your ideas below. Keep it relevant to your business, and make it detailed enough to be helpful, but remember who your target audience is.

### **3. Get a Platform**

Jacob describes how important it is to have platforms which allow you to release information. By getting the information out there, you are building your own identity as being knowledgeable in your field, as well as being a lot more easily `findable` on the internet.

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

Write down below you ideas about what platforms you can use to put out information. It may be blogging, podcasts, email newsletters, or something else.