



The
enchantingLawyer[™]

Action Guide

Jay Baer

1. Provide the Right Info

Jay talks about how it is important for people to put out interesting and useful information. One way of providing information that you know that people will want is by thinking about what things people always ask you.

How Does It Apply?

Write down below a list of frequently asked questions. Now you can turn this into a piece of content to put out. This will not only reduce the repetition of information that you are putting out, but will ensure that the right people are ringing you.

2. Understand your Costs

To be able to understand properly the impact of putting out useful information, it`s good to be able to understand exactly how much a phone call or meeting costs. You can then see how beneficial it is to make sure that the right people are calling.

How Does It Apply?

Write down below all of the costs which go into a meeting and a phone call. Think about time, personnel, travel etc to come up with an overall figure.

3. Get Videoing

Jay talks about how the next thing to burst through in digital marketing is video. He predicts that people are going to stop reading and start just watching videos, so it`s great to get started with video now.

How Does It Apply?

Write down some ideas that you have about what you can communicate using video. Now try making some short films – you can use your smartphone or laptop if you don`t have a camera.