



The
enchantingLawyer[™]

Action Guide

Josh Brown

1. Choose your Apps Carefully

Josh talks about how he was bombarded with new technology and apps when he went out on his own. This only meant that he got more confused and spent a lot of money. Now, Josh recommends that people choose carefully the technology that they buy and only go for things that they really need.

How Does It Apply?

Write down below what your technological needs are and then go out and look for the apps which solve this problem. Don't be led to believe that you need something that is more advanced than you do. You can always look at these things when the time comes.

2. Get Out-Sourcing

Josh explains how out-sourcing can be a really valuable tool as it allows you to find people who are perfect for the work that needs to be done, as well as take time-consuming tasks away from you.

How Does It Apply?

Josh talks about how the most important thing to do when looking to out-source is to be clear about what you want. Write down below what aspects you are looking to out-source as specifically as possible as this will help you to find the person that is best suited to the job.

3. Treat Clients like Royalty

Josh describes how, far as he can, he treats his clients like royalty. This means going the extra mile, reaching out to clients even if there isn't a problem, sending them a special gift at Christmas, looking at how you charge clients or something else.

How Does It Apply?

Write down some ideas of what you can do to make your clients feel special. Josh sends his clients a copy of his favorite book of the year at Christmas. This is clever, as it is different and shows that he sees his clients as people – royalty!