



The **enchanting**Lawyer™

Action Guide

Mitch Jackson

1. Figure out How to Engage

Mitch talks about how it is important to understand the best way to engage with your customer base. By getting the right type of communication you can not only promote two-way conversation but also showing that you understand them better and are truly customer focused.

How Does It Apply?

Write down below who your typical customer base is made of. The likelihood is that they are similar to you. Now think about what communication method they are most likely to prefer. This could be anything from conventional mail, to mail, text message or phone calls. Now go about trying to implement this method into the every day communication of your business.

2. Become a Mentor

Mitch and Jacob talk about how much value they get from being a mentor. As well as the giving side of it, they both agreed that they walk away from every session having learned something new or gained something as well.

How Does It Apply?

Write down below what skills you have that can be passed onto others. If no-one has already approached you, go about offering your services to people who may be interested. One good option is to contact local schools, colleges or universities.

3. Become Mobile Friendly

Mitch describes how increasingly this year, companies will be needing to make their online business mobile friendly. More and more people are accessing the internet via mobile devices such as smart phones and tablets so it is vital that websites and other forms of communication are suitable.

How Does It Apply?

Think about what you have right now set up for mobile. Now write down below what areas you need to look at. Think about the following –

- Having a mobile-friendly website
- Not too many large pictures
- Where is the page break in content
- Will your site take a long time to load
- Is it easy to navigate on a mobile device (eg. with no keyboard)?