



The
enchantingLawyer™

Action Guide

Ravi Shukle

1. Build Your Community

Ravi talks about how it's important for a business or brand to have an online community. You need to be able to engage with your customers all the time, as they are increasingly expecting quick responses and to be made to feel part of something.

How Does It Apply?

Think about what you are doing right now to build your online community. Write down below some ideas that you have for engaging with them better. How often are you putting out content? What works with your community? Now write down below some more ideas for great content. What is going on that you can give your views and opinions on? Show that you know what's going on in the world, be honest and show your personality.

2. Engage with your Community Hero

Ravi talks about how it's vital that businesses and brands engage with their community hero – the person who is always interested in what you have to say and gives opinions. It's a good idea to try to get this person (or people) on board, feel appreciated and help them become a customer for life.

How Does It Apply?

Do you have someone or some people who are always present within your community? Write down below what you can do to engage with them. It may be a "fan of the week", case study of them, or something more regular like making them admin or giving them another role.

3. Get the right Content

Ravi describes how the content that you put out is really important in the building and maintaining of your community. It is important that your content triggers an emotional response as you want to engage or relate to people.

How Does It Apply?

Write down below some ideas that you have for making a loose content plan. Think about current events that you can give your opinion on – these are especially good for Facebook and Twitter. Try to find out pain points for your community which you can help with help and advice.