



The
enchantingLawyer™

Action Guide

Sue Zimmerman

1. Get Your Instagram Username Now

Sue explains how she believes that Instagram will become increasingly important in the world of social media and online marketing. She recommends that all businesses and people should get their usernames now whilst they can still get names that correspond to their name or business. As Instagram gets more popular, the usernames available will decrease.

How Does It Apply?

Do you already have an Instagram account? If not, join up now. Even if you do not want to use it right now, it is worth joining up just so that no-one else gets your username. Write down below some possible username options for your business. Now go to Instagram and try and sign up.

2. Stay Active

Sue describes how she got a \$40K client through her use of Instagram. By being active all the time online, her hash tag is ever present, not just through her own businesses but also through other people. When her potential client kept seeing her, she couldn't resist connecting with her.

How Does It Apply?

How active are you online? Write down your ideas for content that you can be putting out – it could be fresh or could be copy that you have already produced in blogs, books or videos. Now think about who else you can link up with, which could find you potential clients, and link up with them.

3. Engage With Your Followers

Sue tells us how she uses Instagram to engage with her followers. She runs contests where she gives away jewelry and advice to people who win the contest. It always includes using her hash tag and therefore can be used as a marketing tool as well.

How Does It Apply?

Everybody has something that they can give away as a prize. It could be a gift, eBook, or even a consultancy. This is a great way of reaching out to your client base, and marketing your product or service at the same time. Write down what you have that you can give away. Now you need to come up with ideas for regular competitions that you can put out which can couple up as great marketing. Write down your ideas below.