



The **enchanting** Lawyer™

Action Guide

John Assaraf

1. Reframe your emotions

How? John points out that everyone feels fear but some people are able to move past it. The reason is because they reframe the emotion. Instead of stopping at "I'm afraid I might fail" successful people add "and I'm more afraid of not taking action and succeeding."

What are three feelings that hold you back? How can you reframe them?

2. Create a vision

How? Your brain thinks in pictures. John recommends creating a vision board that will be a constant reminder of where you're headed and what your goals are. List below five items that need to go your vision board. They need to be future state – things that you want to have but haven't yet attained.

3. Know how you're different

Why? If you don't know how to differentiate yourself in the marketplace, you're always going to struggle in business. John says that this is one of the core competencies of any successful business. Below, list five ways your business is different than your competitors.