



The  
**enchanting**Lawyer™

# Action Guide

Gerry Oginski

## **1. Be The Go-To Source of Information**

Gerry's marketing strategy is all about giving out information to build trust. By offering advice, he becomes the go-to source of information for customers before they even know that they need him. Gerry uses online videos to build the trust between him and potential clients, and show them why they should choose go to him before any other attorney.

### **How Does It Apply?**

How are you building trust between you and your client-base? Write down what services you offer and then what information you can put out which will turn you into a go-to source. What can you do to make this information available to your client-base, as well as building their trust?

## **2. Plan Your Marketing Strategy**

All campaigns need to have a strategy, and marketing is no different. Gerry explains how before even the first video is made, he has already planned his marketing strategy, as this is the most critical component of the entire marketing message.

### **How Does It Apply?**

Write down what is your end goal. What is your marketing strategy to reach that goal? Write down all of your ideas and then organize them into a marketing plan.

### **3. Get Your Website Right**

Gerry describes how a business's website is more than just a brochure. It is a valuable source of information for potential clients and is the face of the business. It is vital that it is kept educational, up-to-date and interesting to keep potential customers engaged and keep coming back.

#### **How Does It Apply?**

What information are you already giving out via your website? Write down what other information you can give, and then think about how you can put that out. It could be blog posts, articles, videos, FAQs... Write down how you can link this in with your marketing strategy.