



The **enchanting**Lawyer™

# Action Guide

Mike Gingrich

## 1. Reposition

How? Mike Gingrich points out that the significance of understanding your demographic, as in your target audience. First of all on left side below, list the mission station and the people you would like to reach on Facebook. Then, on the right hand side, organize the data you collected from Facebook Insights and write down your fans' age, language preferred, interests, and all the information you have.

Are you posting the content your audience is interested in? If not, how can you reframe it?

## 2. Bring your engagement to the next level

How? Mike Gingrich is a big advocate for using Facebook contests as a way to reach more people. Have you ever tried running a contest on Facebook? If not, could you initiate one to see how your fans will react to it? Below, list the possibility of a contest you could try out. If you are an attorney, you can try to post a law-related question on every Wednesday and reveal the answer on Friday. You could offer the first fan who comments with the right answer a free 15-minute consultation with you.

### 3. Know how you're different

How? Understanding your competitors is just as important as understanding your audience. Do some research to see what your competitors are using. Are they using a different platform, like Google+? Are they receiving recognition on there? Do they have different Facebook Tabs? Write down the new ground you could be breaking this year.