



The **enchanting** Lawyer™

Action Guide

Damon D'Amore

1. The power of visualization

How? D'Amore says he used to write down his one-year, five-year, and 10-year goals everyday, then he would visualize them. It doesn't matter if you have a mature business model or a start-up that's barely taking off; write down your goals if you haven't already.

(If you watch Game of Thrones, Arya Stark murmurs the names of the enemies that murdered everyone else in her family everyday before she goes to sleep to reinforce her determination to take them out.)

2. Carry it out

How? Do you have a start-up idea? Are you committed to seeing this through? Because like D'Amore said, this kind of passion will "carry you through" whatever hardship you encounter.

There are countless resources out there for you to prove to yourself and others that customers really want what you have. Start by listening to your potential consumers. What type of survey have you done? Write down a brief introduction of the product you would like to launch, put it up on Survey Monkey or go out to talk to people at a coffee shop.

3. Execution

Why? D'Amore lists a few reasons that might be standing in the way of the execution of your idea: 1. The need for your product to be absolutely perfect; 2. the greed of wanting the product to be "big"; 3. lack of commitment.

Does any of the causes sound familiar? How could you eliminate the negativity that will jeopardize your moving forward?