



The **enchanting** Lawyer™

Action Guide

Lee Rosen

1. Know you are different and interesting

How? In the blog post, I gave an example of how Lee Rose introduces himself in the “About” page on rosen.com. Not only does he talk about his favorite food (stewed collard greens, yum or ew?), he also writes about his scariest chaperoning experience. I guarantee that not many attorneys are ballsy enough to do that.

Could you implement this funny and genuine approach when it comes to introducing yourself on your website? It doesn't have to be how you once jumped off a cliff – what about your favorite tradition on your favorite holiday? How about sharing a funny, candid picture of yourself?

2. Digitize

How? Lee Rosen went paperless 20 years ago, and he currently operates multiple virtual offices. He talks about how fast his attorneys adapted to the change and how they are collaborating so much better now. Is there anything that keeps you up at night? Are you like Rosen, who used to worry about real estate costs and payroll?

Could you adapt Lee Rosen's firm management methods? Read about [how to switch to a commission-based system in nine steps](#), by Lee Rosen.