

The
enchantingLawyer

Action Guide



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Peter Shankman

1. How are you doing?

Enchanting Lawyer constantly reminds you of being nice to your consumers and even your competitors. Do you feel like, over the course of the years in business, you have lost that kindness or the energy to be kind to people?

Compare the *you* from 10 years ago and the *you* now. What's different? Do you think you are a better person?

2. Create a vision

Shankman's focuses are always having fun with your business and allowing others to do the PR for your company, which also resonate with his vision for the future of social media – customers endorsing brands by writing about their experience in their status update.

Do you have a well-crafted online customer service system - a designated team/person responsible for monitoring your social media reviews?

Do you offer timely responses?

What would you do if somebody left you a bad review?

3. Checklist

Shankman talks about empowerment. Questions to ask yourself:

Are you constantly creating new ideas to teach yourself?

You can start out by teaching the people around you the things you absorb everyday, like your employees.

Do you empower your employees?