



The **enchanting** Lawyer™

# Action Guide

Ian Cleary

## 1. Rethink Networking

How? From my own experience and Ian Cleary's, we have made a lot of connections, even built friendships, with experts whom we met at conferences. Thanks to these opportunities, a lot of my podcast guests agreed to come onto my show for free. I would sometimes meet up with them after the show for lunch or drinks. Therefore, I encourage you to check out an upcoming social event taking place in your hometown or nearby. You will discover a great deal of connections and opportunities. Go to <http://events.mashable.com/>.

## 2. Create a vision

How? When it comes to blogging, it's important to have consistency, just like Ian Cleary points out in the podcast: "Don't blog ten times the first month." Spread them out to keep up interaction.

Look at the post and choose one of the management tools to pre-schedule your posts for the week, and create a content calendar for your team.