



The **enchanting**Lawyer™

Action Guide

Michael Stelzner

1. Understand your value

How? Michael Stelzner understands that his “differentiator”, a.k.a. his value, was his writing, blogging, and relationship building skills; whereas his competitors were growing consulting companies and putting out only opinion pieces at that time. So he was fearless when he launched Social Media Examiner.

What are your unbeatable strengths?

What about your competitors?

2. Checklist

What? The factors that contribute to the success of Social Media Examiner:

- Delivering quality content on a daily basis
- Having a visually attractive looking website
- Having strong relationships with industry leaders

Does your business possess any of the above factors?

What can you do to push your business beyond competition?