



The **enchanting**Lawyer™

Action Guide

Jason SurfrApp

1. Value Proposition

Why? Lay the foundation for any opportunity. As a business owner, you have to understand what you offer and who you are offering it to.

What is your mission statement?

Who is your audience?

What is your unique story? (Where are you coming from? What hardships have you been through? What kind of people have you helped?)

Remember, tell your story on social media.

2. Call to Action

How? What Jason SurfrApp does is that he builds a Google Spreadsheet with all potential companies, starting with the companies he really wants to work with. Then, he builds email templates to his hot leads (good friends at the company), warm leads (connections/acquaintances), and cold leads (people he doesn't know).

Remember to follow up.

3. Know how you're different

Why? If you don't know how to differentiate yourself in the marketplace, you're always going to struggle in business. John says that this is one of the core competencies of any successful business. Below, list five ways your business is different than your competitors.