



The **enchanting** Lawyer™

Action Guide

Ted Rubin

1. Return on Relationship

How? Go into your business's Facebook's "likes" list, see how many people you recognize and how many of your friends you have actually had a conversation with within the last month. Can you serendipitously reach out to 5 people today? Even simply ask them how their day is going. Remember, like Ted Rubin suggests, always address people by their first names.

(One admirable thing Ted Rubin also does is when he tweets someone, he finds out what their first name is, on top of saying something regarding their home city. Could you do the same?)

2. Create a vision

How? A lot of times, Ted Rubin discovers tons of information about a person from their Twitter bio. Include a quote in your bio if you are still frustrated with how to construct your bio description in a cool way. People can interpret you from that quote.

(If you are struggling with which social networking platform to begin with, Ted Rubin suggests Instagram. 1. You do not need to worry about the characters' length; 2. It is synchronized with a lot of other platforms.)