



Action Guide

Kim Garst

The **enchanting** Lawyer  Action Guide

1. Make Your Online Branding Consistent

Kim talks about how one of the main factors to creating a great, effective online presence is through consistent branding. This is about people recognizing your branding before reading anything. By using the same fonts, colors, writing tones and imagery, people will automatically recognize your brand.

How Does It Apply?

Write down below what your current output is like visually and with regards to branding. Are you using a consistent visual look, and is the tone of your content also consistent? What can you do to improve this?

2. Get Great Content

Kim explains how the value of content is becoming more important. It is no longer acceptable to put just anything out there, so you need to think carefully about the content that you are releasing. Kim suggests finding common areas between you and your customer base and using this as material for blogs.

How Does It Apply?

Think about who your community are. Write down below what you might have in common with them. It could be sports, food, even kids. See if you can find a way to link this into your business, and hey presto! Your next blog posts!

3. Are You on Facebook & Twitter?

Kim describes how Facebook and Twitter are the most effective social media platforms for businesses at the moment. You may be able to ignore others, but Facebook and Twitter are a must. Once you have both Facebook and Twitter it's also important to use them to engage with your community.

How Does It Apply?

Firstly, if your business doesn't already have a Facebook and Twitter account, set one up!

Now write down below some ideas on how you can engage with your customer base and online community. You also need to think about how often you are going to release content, and make this consistent.