



The
enchantingLawyer™

Action Guide

Carl
Shusterman

1. Get Online

Carl talks about how it's vital that lawyers have a strong online presence. This doesn't just mean having a website but also being continually active on social media. Not only does this make it easier for people to find and contact you, but you can also reach out to the whole world.

How Does It Apply?

Write down what online presence you have right now. Do you have a website, Facebook, Twitter and LinkedIn? If not, get online as soon as you can.

2. Get Information to Your Community

Carl explains how he sees a huge upsurge in his appointments when he releases a newsletter. By releasing useful information to people, you are not only connecting with them and reminding them that you exist, but you are also showing the knowledge that you have so that they automatically think of you when they need help.

How Does It Apply?

Write down below what you are currently doing to communicate information with your online community. Are you releasing articles and blogs on social media or your website? Are you regularly sending out a newsletter? What else can you do to reach out to your community?

3. Stop Wasting Time

One of Carl's pieces of advice was to stop wasting time travelling or sitting in waiting rooms. Your time can be much better spent if you hire someone to do the waiting and driving, so that you can concentrate on using your lawyer skills or building your business.

How Does It Apply?

For a week write below how much time each day that you spend doing things which you weren't trained to do, such as driving to appointments, and sitting in waiting rooms. It is enough that it would prove to be financially viable to hire someone to help?