

Property Advertisement

PLATFORM: Facebook

DESCRIPTION: A Facebook Feed ad for a law firm that has a team dedicated to real estate.

Main Line: Wanting to sell your property, but don't know where to begin with lawyers?

Body: We'll guide you through and simplify your paperwork in minutes.

💬 Easy communication

🚀 Fast response times

💰 Low commission

Image:



CTA BUTTON: Cut through the red tape 🚫 ✂️ [button]

Guidance Advertisement

PLATFORM: Facebook

DESCRIPTION: A Facebook Feed ad for an all-round legal service.

Main Line: Legal papers are like a different language –we'll be your translators. 

Body: Turn your legal documents from hours of jargon into easy-to-understand steps.

 Complicated documents simplified

 Fast turnaround

 Private & confidential consulting

Image:



CTA BUTTON: Simplify your documents 

[button]

Testimonial Ad

PLATFORM: Facebook

DESCRIPTION: A testimonial showcase for an all-round law firm. The ad should hint towards litigation management.

Main Line: Tell us the problem, we'll handle the rest. ✍️

Body: We turn your documents from legal jargon into easy-to-understand steps – communication has been easier than ever!

👤 Litigation

🏠 Real estate

📝 Wills

“ **Business** carried out conveyancing for me on three occasions over the last six years and have been excellent.

They were flexible and responsive when other parties caused some friction, communicated clearly throughout, and made the whole process as straightforward as possible.”

Customer Name

Image:

Link text: Take back control of your time 🕒 ➡ [button]

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Research Template (Filled)

Target Demographic

A profile of your ideal prospect.

Men or women?

N/A

Approximate age range?

25-65.

Occupation?

- Employed (full-time or part-time, any career)
 - Likely to be from private sector
- Real Estate related careers

Income level?

Average to above average.

Geographical location?

- Australia (including mainland when providing remote services)

Painful Current State

This is a profile of what pains your ideal prospect is experiencing.

What do your competitor's negative reviews show?

Negative reviews on competitors hint that the competitor's clients become dissatisfied when the firm or staff:

- Show a lack of competence.
- Show a lack of professionalism.
- Show a lack of trust.
- Put negative emotions onto the client.
- Do not handle situations in an appropriate time frame.
- Do not communicate well with the client.
- Seemingly prioritise profit over the client's needs.
- Create unnecessary complications or do not explain issues clearly.

These issues can be alleviated by conveying professionalism across all teams.

What is the lead/prospect afraid of?

Based on market research, the lead/prospect is afraid of:

- Poor management within the firm.
- Uncertainty of outcomes (quotes, disputes, etc.)
- Not being able to perform legal action on their own (for both litigation and real estate).
- Mishandling or misrepresentation of information and quotes.
- Conflict or complications in proceedings.
- Legal teams that do not understand the situation like they do.
- Authorities may believe false information (even if this is unlikely).

These issues can be alleviated by emphasising the quality of care, usually through the Sales Page or in-person/phone/video meetings between clients and staff.

What are their top daily frustrations?

The top daily frustrations of prospects are:

- Having to excessively deal with legal roadblocks, as this takes up a lot of their time, and is only productive once it is solved.
- Potential embarrassment about legal cases, especially around sensitive topics.

What are they embarrassed about?

Prospects likely feel embarrassment, shame, or other unnecessary negative emotions about:

- Sensitive topics around legal cases.
- Simply being in a lawsuit or other legal case.
- Handing over documents and details, especially if they are afraid of how they will be handled.
- (In the context of real estate) not having much experience in the field.

How does dealing with their problems make them feel about themselves?

Prospects may feel a sense of anxiety, doubt, or indecision if they feel as if they can't cope with the task at hand. External support greatly eases this, and more trust is built when testimonials and evidence of competence is shown.

How might other people in their life negatively view their situation?

People in the prospect's life may distance themselves or exercise caution when communicating, as trust may be damaged if these people hear negative rumours about the prospect.

(In the context of real estate), people in the prospect's life may believe that they are 'not ready' for property

Prospects may also feel embarrassment, doubt, a sense of disconnection, etc. because of this.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Legal work can be very confronting and cause confusion.

In conversational terms, it is possible to imagine that they would say a phrase similar to:

"My legal problems are very confusing, and I'm looking for a lawyer right now who can help take some weight off my shoulders."

OR

"I want to get started with property/business/contracts, but they're very lengthy. I'm actually looking for a lawyer right now who can help simplify it."

Desirable Dream State

A profile of desirable outcomes from your prospect and how clients have a more positive interaction with the business.

What do your competitor's positive reviews show?

The positive (high starred) reviews of competitor firms show that the following factors greatly influence the client's experience in a positive way.

- The firm has a team made up of polite, respectful and professional staff.
- The firm and staff provide information to the client in a way that is easy to digest.
- Complications (especially when unexpected) are managed in a way that minimises 'headache' (pain or distress) for the client.
- Staff can create plans around problems that are easy to understand and handle the client's emotions well.
- Documents are managed appropriately and kept private.
- The overall interaction is warm and welcoming.

These factors can be used to transform leads into clients by emphasising them on the Sales Page. This is an even more effective option when coupled with displaying past testimonials (reviews).

If the prospect could magically change their life, what would it look like? What emotions would they be experiencing and why?

If the prospect could magically solve all of their problems, they would have as much 'offloaded' from them as possible (ie. they would remain informed and able to make decisions, but the 'headache' of the work would be dealt with for them).

This would bring the client feelings of relief, as more pain would be removed from their life.

Who does the prospect want to impress?

It's not entirely clear if the prospect would want to impress anyone with a lawsuit.

(In the context of real estate or business), they may want to impress friends, family, or a business network.

How would the prospect feel about themselves if they were in this 'dream state'?

They would feel a sense of confidence from having legal proceedings clearly dealt with and explained easily for them.

What does the prospect desire most?

The prospect desires:

- Strength in legal battles – if applicable, the prospect's life would be greatly improved from an addition of work.
- Assets – if applicable, the prospect's self-confidence would increase in correlation with the perceived likelihood of them gaining an asset, closing a housing deal, etc.

If they were to describe their 'dream state' over dinner to a friend or family member, what would they say?

Using litigation as an example, it is possible to imagine that the conversation would include a phrase similar to this.

"...It would be great if I could have a lawyer that just deals with it all for me. It causes me so much stress without the support there."

Values and Beliefs

What does the prospect currently believe about themselves and the problems they face?

The prospect lacks full confidence in their ability to navigate legalities by themselves, this is why they were interested in the service in the first place. They believe that it would be greatly easier and have a higher chance of success if they had a professional legal team surrounding them.

Who do they think is accountable for their current situation, good or bad?

They may praise themselves if they are in a positive situation (eg. "I am looking at buying property"), or blame external sources in a negative situation (eg. "[**person**] started litigation against me", "[**group or company**] violated my trademark", etc.

The prospect understands (at least subconsciously) that regardless of their current situation, they have to build a framework (legal team) around them to fix any roadblocks.

Have they tried to solve their problems in the past but failed?

There is a chance that they attempted to solve their problems by themselves (without the support of a legal team), or they worked with a bad firm in the past. These factors are not certain though.

How do they evaluate and decide if a solution is going to work or not?

In law, there is always at least a perceived risk that something might go wrong. The likelihood of success could be very high.

Most leads or prospects believe that in a dispute, one side may simply be favoured. This may stop them from entering the legal space, or at least cloud their judgement.

When looking at these perceived risks, a prospect will ask themselves "What am I risking by entering this space, and is the potential reward great enough to justify what I might lose?"

What figures might they already respect in this space?

They may already have an existing relationship with a law firm, and respect them (as if there is a 'friendship' between them and the firm). They also may respect authority figures.

What character traits do they value in themselves and others?

The prospect values:

- Honesty
- Loyalty
- Transparency
- Logical reasoning
- Dealing with emotions easily and effectively
- 'Frictionless interactions' (a lack of conflict)
- Trustworthiness