

Avatar Worksheet

Target? **Attorneys US Small practice, trying to gain market share**

Geography	US
Age	42-55 yrs old. https://www.lawbiz.com/e-mailed_newsletters/tip-10-1-13.html 60/40 M/F
Generation	Millennials
Relationship status	Married
Education	law degree (JV)
Work (i.e. employers, job title, schools,)	Solo practitioners
Income	\$150k per year
Home type	Ownership
Avg family size	4
Other	
Business and Industry (architecture, banking, business, construction, design)	Legal
Entertainment (games, events, movies, music, reading, tv)	N/A
Family and Relationships (dating, family, fatherhood, marriage, motherhood, parenting, weddings)	Married typical nuclear family
Fitness and Wellness (bodybuilding, dieting, gyms, meditation, nutrition, physical exercise)	typically too busy to stay fit but that is changing post covid

Food and Drink (alcoholic beverages, cooking, food, restaurants)	Higher quality food and enjoy eating out
Hobbies and Activities (arts and music, home and garden, pets, travel, politics, travel, vehicles)	Mostly related to their field - Legal conferences, etc.
Sports	Support children in sports mostly
Other	
Charitable donations	Yes for causes important to them
Digital activities (gamers, Facebook admins, online spenders, small business owners, technology early adopters, late adopters)	Facebook, online for marketing and networking, they do shop online, and as solo practitioners, are small business owners.
Financial: (insurance, investments)	Yes
Spending: (credit card users, bank cards, retail stores, premium cards)	Yes
Purchase Behavior (kids products, pet products, garden products, clothing)	Amazon
Travel	Yes, vacations now that covid is over
Other	
What are their concerns related to your product/service?	Will press releases get new clients
What has happened in the past that led them to this point?	They are running a solo practice and are responsible for - Client development - Marketing - Administration - Billing - Speaking gigs and other networking with lawyers - Typical feast famine syndrome and not enough billable hours.

How do they feel about what happened in the past?	They are a bit fearful they will not be able to build a steady enough client base to generate enough billable hours to keep them making the money they need.
What about your product/service matters to this person?	The awareness and traffic to their website to get people to call and book an initial consultation.
How does it solve a need, pain, or make them feel good?	With a steady flow of people visiting their site and learning what they do, the press release should generate calls from the website visits and get them an initial consultation.
How does it better their life?	Help contribute to a steady flow of clients/ more billable hours.
What goes through their mind before they purchase your product/service?	Will this really work? What if it doesn't work? What other options will I have for booking consultation calls and picking up more clients?
What is the "final straw" that makes them pull the trigger and move forward with your product/service?	The realization that what they are doing now is not cutting it and they need to make some changes.
Other	The big take home is more billable hours. They want marketing that will help them generate more billable hours.