



NAME

\_\_\_\_\_

Age: \_\_\_\_\_

City: \_\_\_\_\_

Relationship Status:

\_\_\_\_\_

Household Income:

\_\_\_\_\_

Education:

\_\_\_\_\_

Occupation/Industry:

\_\_\_\_\_

\_\_\_\_\_

# BUYER PERSONA

*Complete this template for each ideal client you are targeting in your law firm in a given practice area.*

WHAT CHALLENGES THEY ARE FACING

\_\_\_\_\_

WHAT DO THEY VALUE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

WHAT ARE THEIR GOALS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

HOW DO THEY COMMUNICATE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

WHAT IS THEIR VIEW OF LAWYERS

\_\_\_\_\_