

# CLIENT AVATAR WORKSHEET

---

A SUPER IMPORTANT START FOR YOUR  
NEW BRAND JOURNEY!

---

# CLIENT AVATAR WORKSHEET

# INSTRUCTIONS

---

## **This is about your ideal client.**

A client avatar is an imagination of your most ideal client. The following worksheet allows you to picture that customer in detail.

For EVERY NICHE you are in, you will likely have an avatar. Fill out ONE sheet per NICHE.

It may prove helpful to even consider doing separate sheets for each spouse if your avatars make decisions as couples.

This may seem weird, but NAME YOUR AVATARS (there is a space for a name). Over time you may begin to refer to your avatars by name.

If you already have clients - think about the best ones - the ones who pay, answer your calls, and appreciate you - what do they have in common? That's how we will make your ideal client avatar.

---

**NOTE:** Use as many Avatar Templates as you need.

*Make copies as needed. Many law firms have one avatar per practice area or niche. Your niche would be more specific than your practice area.*

# CLIENT AVATAR



Area of Law: \_\_\_\_\_ Legal Need: \_\_\_\_\_

Name: \_\_\_\_\_ Occupation: \_\_\_\_\_

Age: \_\_\_\_\_ Gender:  Male  Female Annual Income: \_\_\_\_\_

Marital Status: \_\_\_\_\_ Education: \_\_\_\_\_

Kids?  No  Yes Ages: \_\_\_\_\_ Organizations: \_\_\_\_\_

What do they do in a normal day?

Ideal client's most urgent problem:

Ideal Client's biggest challenge:

What do they want?

What do they want to avoid?

What are the ramifications if the problem continues?

What else do they want that is relevant to my legal services?

What other options do they have to solve their problem?

What are their fears with respect to us solving this problem?

Who are their enemies? Opposing Parties? Opposing counsels? The Government?

What are their top three immediate goals my service can help them achieve?

---

---

---

Why do they need to hire me and my firm?

---

---

---

# CLIENT AVATAR



## IF YOU HAVE PRIOR CLIENTS:

What did I do for prior clients that they particularly liked about working with me?

What benefits did they enjoy from the services I offered?

What didn't they like about the service? What can I do better?

What didn't I do that they wish I did?

What other feedback did I get from prior clients?

What other tips and tricks can I learn from other lawyers, other professionals, and other businesses based upon my prior experiences?

## NOTES

---