

Target Audience Worksheet

Define your audience as specifically as possible

[who are they, what are they interested in, what are their issues, etc.]

What do you do for them? [Specific kind of law/product]

What are the benefits of what you do? [Tangible, emotional]

What differentiates you and/or your firm from other lawyers? How is that relevant to your audience?

Create your value proposition [how what you do impacts your clients' needs, wishes, desires, fears]

Develop three compelling statements about what you do and why for this audience. [20 words max]

How will you define success? What response would you like from the people you are talking to?
