

# Buyer Persona Form

 For which practice area are you developing this buyer persona?	
 Demographics: Age, education, income, social class, marital status, children, etc.	
 Industry, occupation, seniority level	
 Lifestyle (interests, attitudes, opinions)	
 Personality	
 <b>Goals &amp; Objectives:</b> What does the client want to achieve? How would clients measure and validate a successful legal representation? Why would the client choose you? How can we convince the client to hire you?	
 <b>Challenges:</b> What is the client's main problem? What need are they trying to address? What are the client's most important questions they need answers to?	
 <b>Common Objections:</b> What are the client's key buying criteria? What keeps a prospect from purchasing your services? Why would they choose a competitor over you?	
 <b>Communication Preferences:</b> Which marketing channels are most effective to reach the client? What organizations are they members of and what events do they attend? Where and how do they read content and collect information about legal topics?	
 <b>Buyer Journey:</b> How would you describe a typical engagement scenario with a prospect that turns ultimately them into a client? (include all potential touch points between you/your firm and the prospect)	