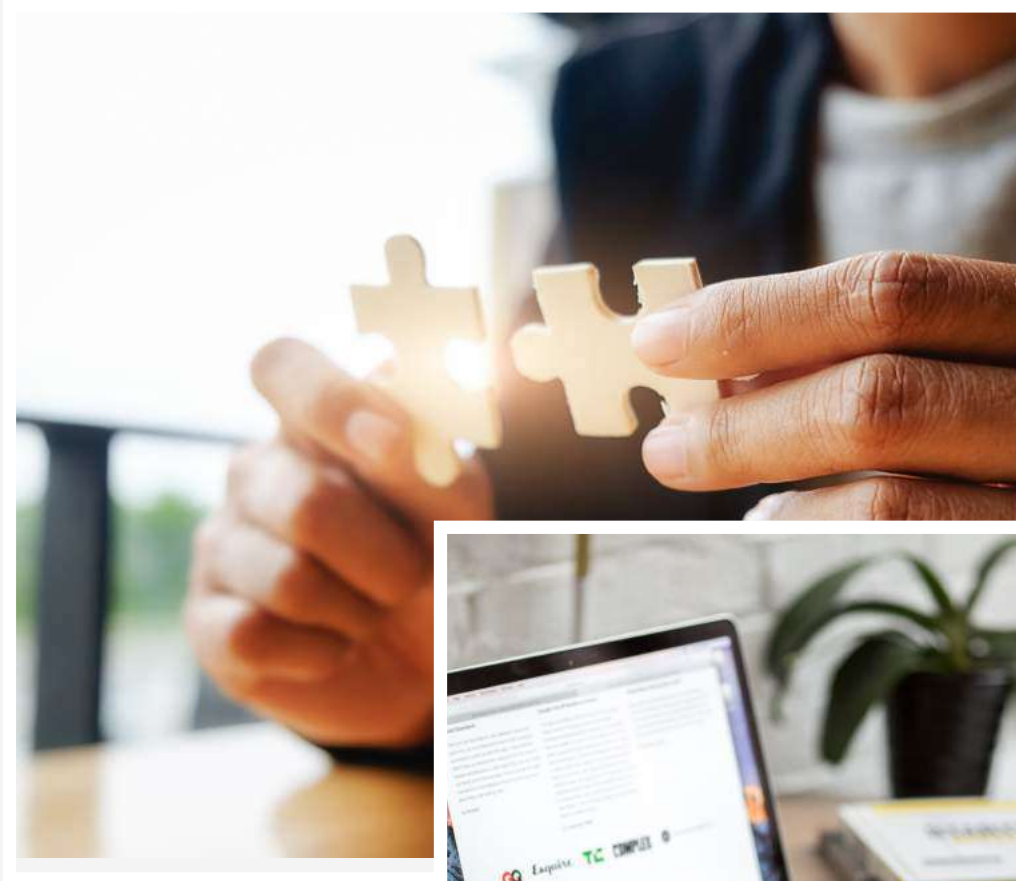
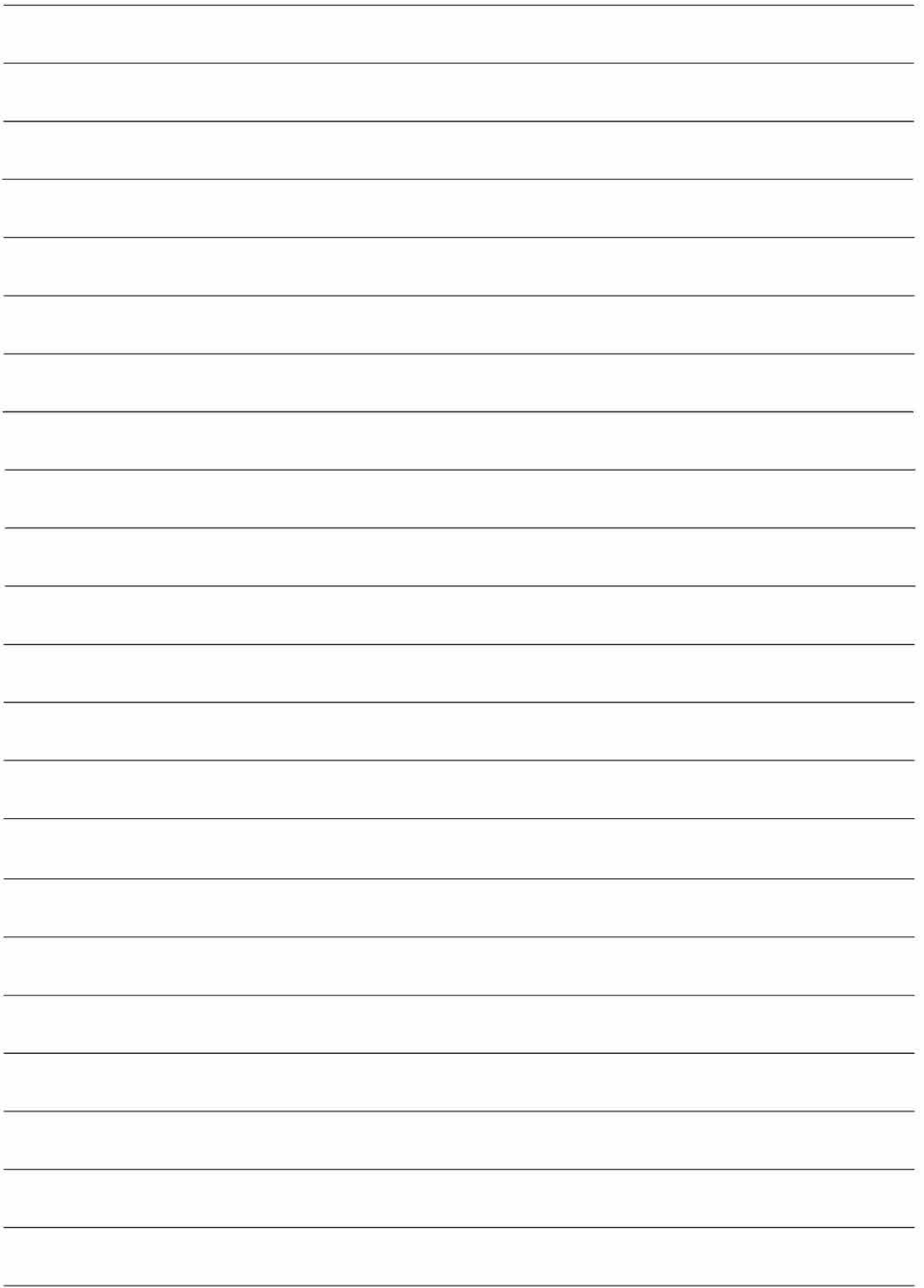


# Legal Essentials for Businesses

Phase 3: Initial Clients

# Introduction

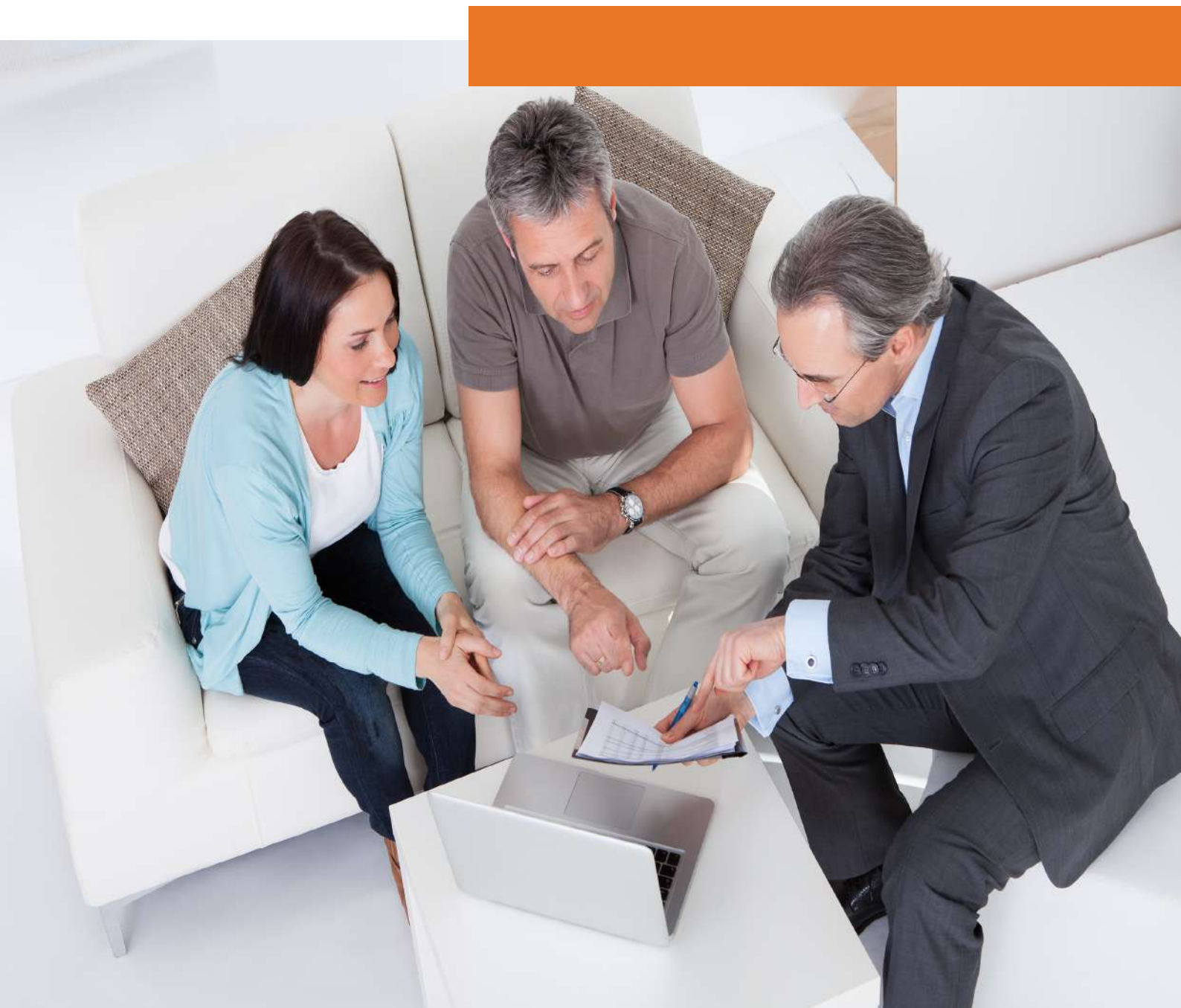






Who is your Ideal Client?





# Building an Client Avatar

# Who's Your Ideal Client Now?

Marketing is hard when you try to be all things to all people. Use this worksheet to identify 3 potential avatars and describe them in the space below.

Gold Mine Your Current Data		
Top 20% Revenue Clients	Top 20% Clients you love working with	Top 10 Referrers
Who does your client need to be?		

# My Ideal Client Avatar -Their Demography and Geography

Name	Age	Gender
Marital Status / schools / children		
Where they live		
Occupation / business / what do they do?		
Income (personal annual income or business)		
Where do they eat?		
What do they do?		
Where do they holiday?		
What are their beliefs?		
Favourite books, music, TV, shows		
Magazines and papers they read and how • ipad or paper		
Social Media they engage in		

Blogs they follow

Favourite Youtube video

What they do in their free time

Clubs and organisations they are a member of

What conferences and events do they go to?

What are the luxuries, pleasures they indulge in, enjoy?

Who are they fans of? (professionals, sport:ig teams, public figures)

What is their level of commitment to solving their problems? Scale 1-10

What is their level of commitment to achieve goals / dreams? Scale 1-10

What is their general mindset?



# My Ideal Client Avatar - Their Psychology

## Going Deeper into Your Ideal Client Avatar

Become your ideal Client Avatar. It's time to think and feel like them. What are they feeling at that very moment they are about to buy your product? What emotions are they experiencing?

What are they thinking at that very moment they are about to buy? What are they saying to themselves? What are the specific words and phrases they are using? What are they saying to their friends or family? What's the story they are telling themselves at that moment?

What does your client need?

What is your client going to need?

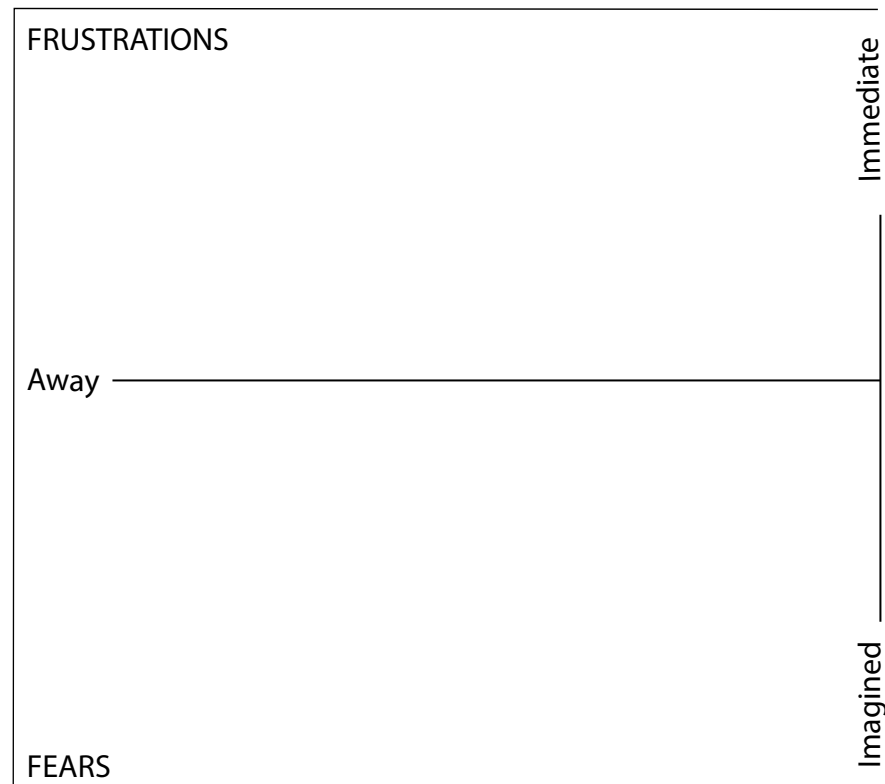


Deeper Dive

## Define Their Problems & Greatest Fear

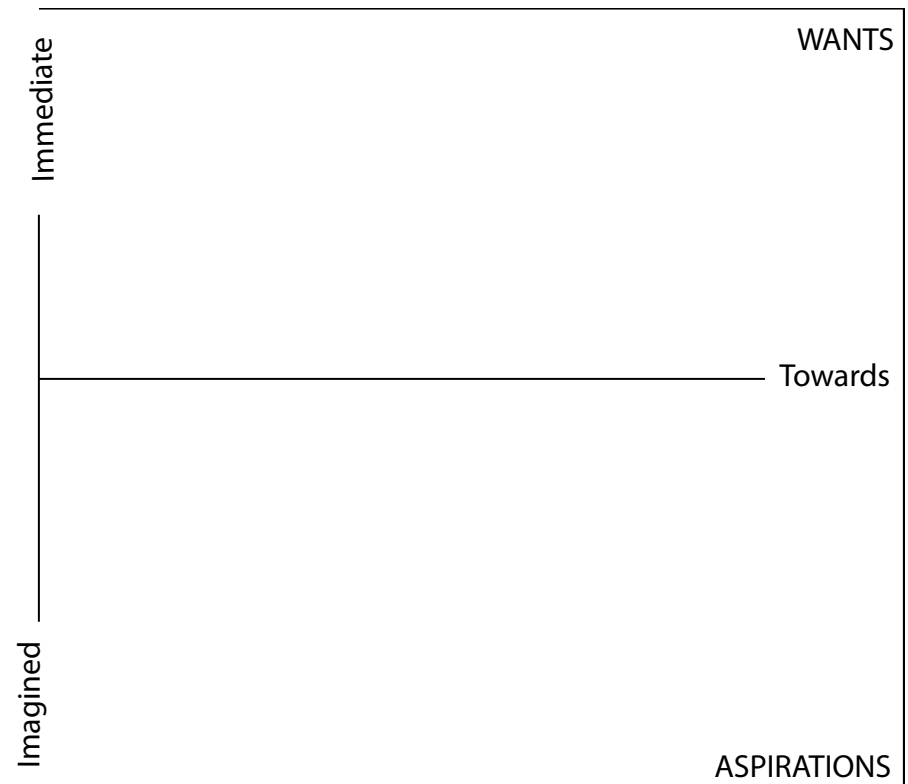
### Mapping Your Avatar's Hot Buttons

The secret to attracting your avatar is not to shout. Instead, you just need to whisper the right words in the right ear. Use this hot button map to identify the fears, frustrations, wants, and aspirations of you avatar. Very IMPORTANT to use THEIR words not yours here. These are the Symptoms as they would express it, not how YOU may diagnose the problems.



3 Dominant Problem	Their Greatest Fear

## Define Thier Greatest Aspiration - The Prize



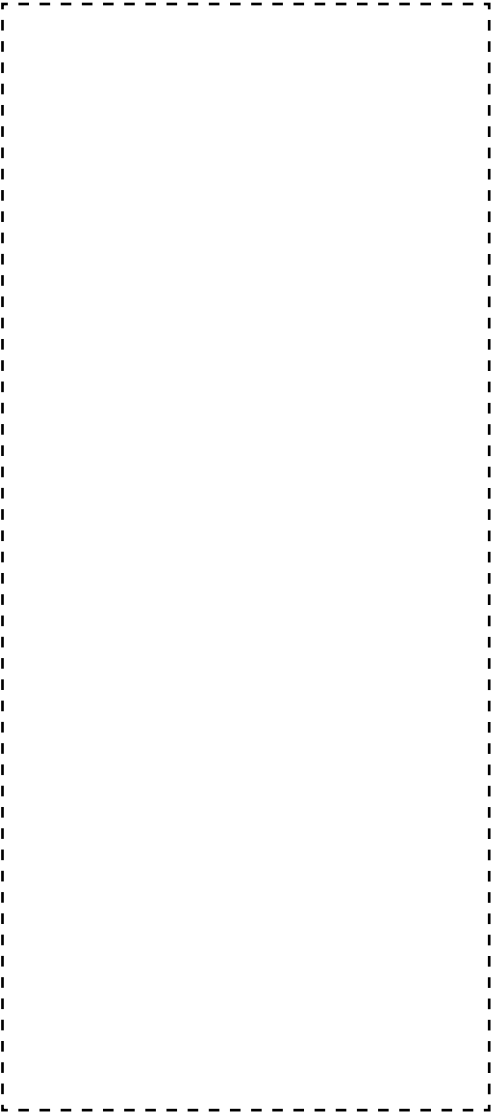
3 Desired Outcomes	Their Greatest Aspiration • The Prize


How do you use that for your Business?

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# Ideal Client Avatar

Using the data from your avatar interviews, create a one-page summary of your ideal client.

	DEMOGRAPHICS
	UNMET NEEDS
	MARKET/COMPETITORS
	GREATEST FEAR
	TOP 3 PROBLEMS
	TOP 3 DESIRED OUTCOMES
	IDENTITY

Hi I'm 





**Engaging with Your  
Clients/Customers**

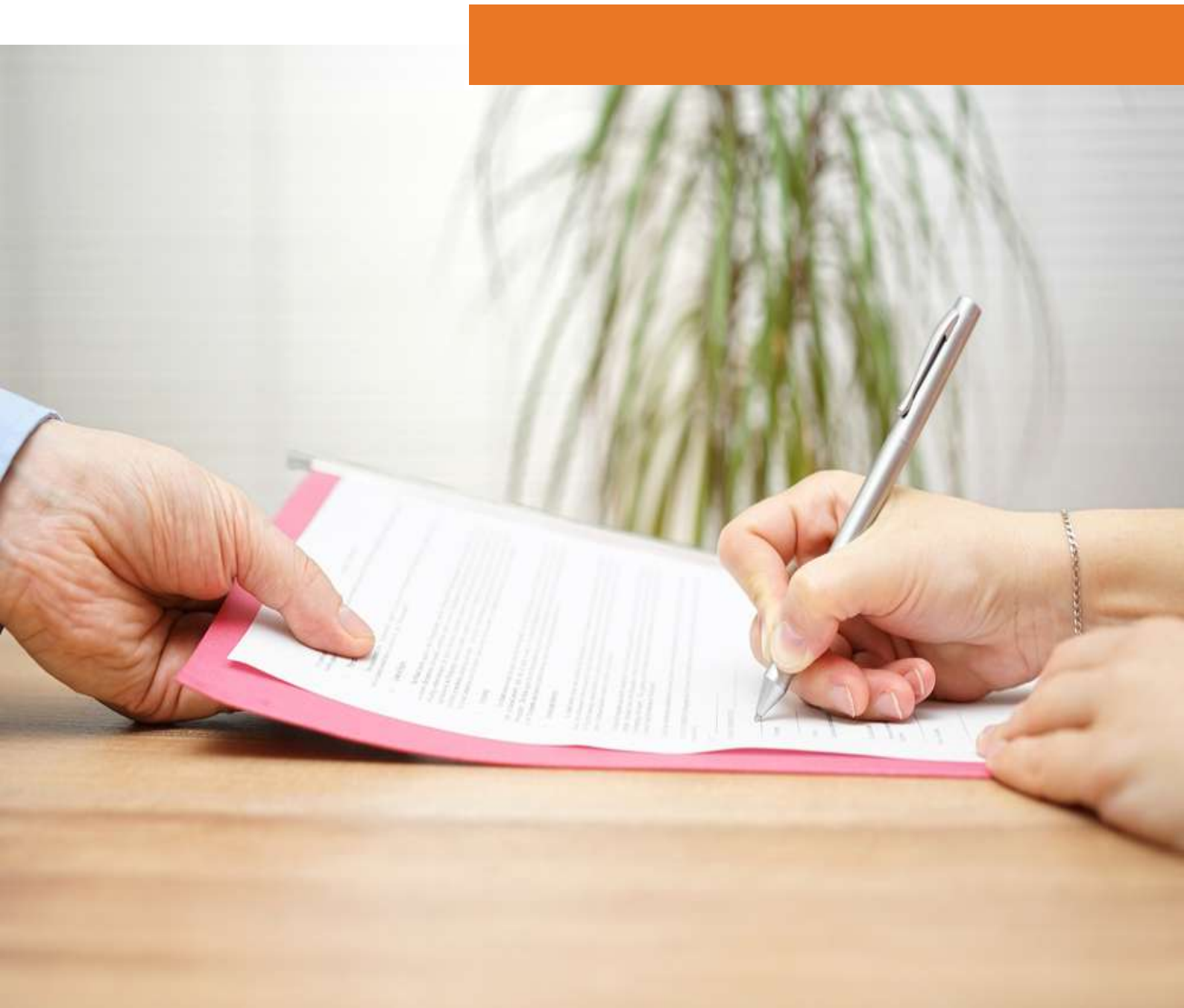
Application Form

Engagement Letter

## Terms & Conditions

## Unfair Contract Terms

## Personal Guarantees



# Debt Recovery Process

Step 1 –

Step 2 –

Step 3 –

Step 4 –





Empty rectangular area for notes.

## NOTES