

Company Name

## IMPORTANT MEDIA

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Please upload any and all photos, documents, etc. that will be helpful in designing the website. The more the better. You can also send your files as a Dropbox/Google Drive link, etc. or use this upload form for convenience.

## WHAT'S MOST IMPORTANT TO YOU?

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- I need to build awareness for my brand.
- I want to generate more leads.
- I want to create credibility online and offline.
- I'm embarrassed of my old website.
- I want a new site in conjunction w/ a larger marketing funnel.
- I want to take payments/sell products online.

## DESCRIBE YOUR BUSINESS

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In just a few sentences, please include ideas related to your culture, personality, leadership, etc.

Female Owned & Operated  
Geared to Military Wives- married to veteran  
Empathy  
Honest, Integrity  
Good Lawyering vs Good Businessing  
note: we do fight for you! We'll do it with a purpose.

## WHAT MAKES YOU BETTER?

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In just a few sentences, please describe what makes you better than your competitors.

Amanda went out on her own to pick and choose, and run cases the way they want.  
Every client isn't seen as a dollar sign.  
Doesn't matter what brings in more money.

In larger firms with a heirachy of attorneys, you're not being worked on by the attorney.

Business- asserting your rights.

## DESIRED CALL TO ACTIONS

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- Request Quote/Service
- Speak to an (agent) now.
- Claim Coupon/Discount.
- Schedule An Appointment/Consultation.

Purchase A Product.

## TARGETED LOCATIONS

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What areas/zip codes do you want to target?

Amanda Family Law - downtown, la jolla, UTC, chula vista, Oceanside, military clients, military discount, target military bases

Sara -

CC Debt - everywhere

Identity Theft

LA, SD, Orange, Riverside- Pasadena, Torrance, Mission Viejo, OC

## TARGET DEMOGRAPHICS

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Products and who they are, etc.

Amanda

Family Law 60%

\*Divorce, support, custody, paternity

Employment Law 20%

Wage & Hour

Consumer Protection 20%

CC Harassment, medical bills, \*credit report, \*identity theft

## REPUTATION

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What is your company's reputation. What are you best at?

Sara- made me feel so comfortable, listening, being heard. Always reach the attorney, not a paralegal.

An attorney always answers the phone. We'll tell you clearly about what's going to happen. Good bad

Amanda - transparent, up front. Make the smartest choice. Do what's best for you. Set the right stage to get the best deal possible. Providing a clear path to what the process is going to look like.

## NICHE

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What is it about you or your background that sets you apart for a special (niche) group of potential customers?

Amanda - military family: service members - over a couple dozen, cases ranging from \_\_\_\_\_ Retirement issues. Focus on paternity.

Sara - SCRA military stuff, hundreds of xyz

## WHO IS YOUR TARGET AUDIENCE?

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Who is your absolute best client, dream client. Then, who is your broader target customer? Then, what are all types of customers do you serve? Let's create "avatars" of each person... even give them a name, if possible.

Amanda - rich, lots of assets, reasonable for divorce. Young female professionals. Women who have children. (she's recently a mom) - educated. Are you dealing with someone who's unreasonable. I can put an end to it.

Sara - ID theft - at wits end, tired, done. Done everything he can, time to get a pro. No cost to you. Getting the runaround. Refusing to budge. That's what I do.

FCRA Bankruptcy clients, denied for loan post bankruptcy - question ads OK have you spend hours fixing credit report post bk, how get stuff off credit report

## COMPETITORS

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Please provide a list of competitors who you think are doing things right.

This not about website design, necessarily, but more about checking all the right boxes in general.

Amanda - Antonyan Mirandan, Goldberg Jones- divorce for men in MV, Primus Law Group  
(side note- women- feeling like you're in the dark, I can navigate)

Sara- Kazerouni Law Group (consumer protection firm) marketing \$40k/mo direct, fb, pr mgr, law360  
Lief Cabrezer Law (Midwest) she's in the community, class action guru  
(Sara has been doing this for over 15 years)  
Fullman, ads everywhere for everything

## AGAIN, WHAT MAKES YOU BETTER?

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After going through this exercise, is there anything else you can think of that makes you better, or even something you can be better at now? Anything that sets you apart that can be seen as a positive works here..

## CLIENT OBJECTIONS

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Provide a list of objections a client might have when it comes to using your service. The harsher the better, but list as many as you can. One line per objection (we're going to break those objections later)

## SERVICES / PRODUCT CATEGORIES

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Please list all the services you provide. We will need make pages for each category listed here.

## POWER PHRASING

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Let's come up with some terms that can create a powerful sense of what your company represents.

## SEARCH TERMS

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Provide a list of search terms you think would be ideal to be found on Google. These terms often take work to rank for using SEO or Paid Ads, but your website will be initially optimized for these on buildout.

## ANY LIMITATIONS OR REGULATIONS TO BE AWARE OF?

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Are you in a regulated industry? Need special approvals with corporate higher-ups? Certain things we can't say or disclose on ads? Let us know what challenges there might be.

## STATISTICS

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Please list any interesting statistics here. If you can brag, please do. Examples of this could be #of products sold, x years in business, # of customers served, \$millions of dollars saved, etc.

## LET'S WRITE SOME ADS

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Let's take a look at a couple ads of competitors, see what works, what we don't like and create something that's better, yet contrasts with theirs.

## MISC NOTES

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at 20 family law clients, wants 30-40 at any one time- I know how those billies think, they don't know how I think.