

# Spotlight Branding

At Spotlight Branding, one of our core focuses is helping attorneys attract better clients to their practice. In order to accomplish that, the first step is clearly defining what your “ideal clients” look like.

Use this sheet to paint a clear picture of your ideal client. If some of the categories don't apply to your firm (or you don't care about a particular category), you can leave it blank. When you're done, share this vision with your team and make sure it becomes an integral part of your marketing plan.



## DEMOGRAPHICS



Age: \_\_\_\_\_



Family Size: \_\_\_\_\_



Gender: \_\_\_\_\_



Ethnicity: \_\_\_\_\_



Income: \_\_\_\_\_



Language: \_\_\_\_\_



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



Education: \_\_\_\_\_



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



Location: \_\_\_\_\_



Religion: \_\_\_\_\_



Other: \_\_\_\_\_



## BUSINESS-TO-BUSINESS DEMOGRAPHICS



Industry: \_\_\_\_\_



Years in Operation: \_\_\_\_\_



Revenue: \_\_\_\_\_



Expected Growth: \_\_\_\_\_



Profit: \_\_\_\_\_



Employee Count: \_\_\_\_\_



## PSYCHOGRAPHICS & INTERESTS



Political Views: \_\_\_\_\_



Media Consumed: \_\_\_\_\_



Hobbies: \_\_\_\_\_



Locations Frequented: \_\_\_\_\_



Values: \_\_\_\_\_



Goals & Challenges: \_\_\_\_\_



Lifestyle Choices: \_\_\_\_\_



Other: \_\_\_\_\_