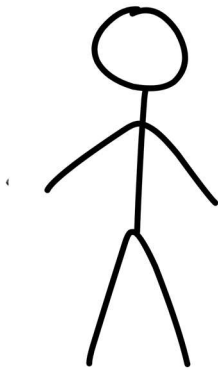




### Exercise: Meet Your Ideal Client (or Referrer)

Draw a simple stick figure in the center of your page.



This is your ideal **client** or **referral source** — the person your content should be designed to reach and resonate with.

Around the figure, fill in these six categories:

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#### ● 1. Who Are They?

- Title or role (e.g., trial attorney, general counsel, founder)
- Are they a client or a referral source?

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#### 💡 2. What Keeps Them Up at Night?

- What are their biggest frustrations?
  - What do they worry will go wrong?
-

### ✅ 3. What Do They Want Most?

- What does success look like to them?
  - What outcome are they hoping for?
- 

### 🧠 4. How Do They Make Decisions?

- Do they value trust, speed, relationships, cost savings, or control?
  - Who else do they consult?
- 

### 💡 5. What Do They Need to Hear From You?

- What would reassure them?
  - What proof or perspective would build confidence?
- 

### 📌 6. Where Can You Reach Them?

- LinkedIn?
- Speaking events?
- Referrals?
- Industry associations?