

## Worksheet 2: Who You Are and Who You Serve

**“You must confront the most brutal facts of your current reality, whatever they might be.” – Jim Collins**

Part 2 of this game plan is where you’ll start to identify what makes you unique. As a business owner, you are defined equally by who you are and who you serve, because without clients, there is no business.

We want to explore the value exchange you are providing and get to better understand who you are working with and who your ideal client is. (This will come in handy later when we explore marketing)

Answer these questions honestly to get a greater grasp on who you are and who you’ll be serving.

- 1. What is your greatest strength as an attorney?**
- 2. What problem does your law firm solve?**
- 3. Why is your community better for having your law firm?**
- 4. What makes your law firm unique?**

### Who is your favorite/best client?

- 6. What makes them unique?**
- 7. What makes them a great client?**

### What “edge” does your firm have?

- 8. What do clients say about you?**
- 9. How do you offer superior care/service?**