

AVATAR #1:

The Protective Father – *David the Defender*

Basic Demographics:

- David Thompson
- Age: 42
- Occupation: Senior Project Manager, Construction
- Income: \$65,000
- Location: Suburban Manchester
- Children: Two (Emma, 14; Jack, 11)
- Marriage Length: 16 years

The Situation:

David's wife Claire filed for divorce six months ago, citing "irreconcilable differences." He was blindsided—he thought they were just going through a rough patch. Claire has already moved out and is living with her sister. The children are staying with David during the week and Claire on weekends, but nothing is formalised.

Current STAR Stage: Transform (Early)

David has moved past the initial shock and is now grappling with the practical realities of divorce. He's terrified about losing his children and his financial security.

Core Fears:

- Losing his children:
"What if she gets full custody and I become a weekend dad?"
- Financial devastation:
"Will I lose the house? My pension? Everything I've worked for?"
- Being painted as the villain:
"She's already turned some friends against me"
- Legal system bias:
"Everyone says courts favour mothers"

- Unknown legal process:
"I don't understand how any of this works"
- Making wrong decisions:
"What if I agree to something that ruins my future?"

Core Motivations:

- Protecting his relationship with his children above all else
- Maintaining financial stability for his family
- Being seen as a good father and fair person
- Understanding his rights and options
- Avoiding a bitter, public battle if possible

Decision-Making Style:

- Research-oriented: Reads everything he can find online
- Seeks multiple opinions before making decisions
- Values expertise and credentials
- Wants clear explanations of processes and outcomes
- Prefers face-to-face meetings over phone calls
- Takes time to process information before deciding

Communication Preferences:

- Direct, honest communication without legal jargon
- Written summaries of verbal discussions
- Regular updates on case progress
- Availability for urgent questions
- Respect for his work schedule (evenings/weekends)

Emotional State:

- Angry at Claire for "giving up" on their marriage
- Scared about the future and unknown outcomes
- Determined to fight for his children
- Overwhelmed by legal complexity
- Lonely and isolated from friends
- Guilty about the impact on his children

- What He's Searching For:
- "Father's rights in divorce UK"
- "How to get 50/50 custody"
- "Divorce costs calculator"
- "Best family lawyer for men"
- "How long does divorce take"
- "Protecting assets in divorce"

Objections to Hiring a Lawyer:

- "Lawyers are expensive and I need to save money for the kids"
- "Maybe I can handle this myself"
- "Hiring a lawyer will make things more adversarial"
- "I don't want to look like I'm being aggressive"
- "What if the lawyer doesn't understand fathers' perspectives?"

Perfect Outcome Vision:

- 50/50 shared custody with his children
- Keeping the family home until kids finish school
- Fair financial settlement that doesn't bankrupt him
- Maintaining a civil relationship with Claire for the children's sake
- Moving forward with dignity and integrity intact

Marketing Messages That Resonate:

- "Protecting fathers' rights and children's futures"
- "Experienced in securing fair custody arrangements for dads"
- "Understanding the unique challenges men face in family court"
- "Straightforward legal advice without the jargon"
- "Fighting for your relationship with your children"

For efficiency, the next two avatars are summarised. Notice how radically different their fears, motivations, and decision criteria are – even though they're all 'divorce clients'.

AVATAR #2:

The Betrayed Professional – *Emma the Executive*

Basic Demographics:

- Emma Richardson
- Age: 38
- Occupation: Marketing Director, Tech Company
- Income: \$85,000
- Location: Central London
- Children: One (Sophie, 8)
- Marriage Length: 12 years

The Situation:

Emma discovered her husband James's affair three months ago through suspicious credit card charges. When confronted, he admitted to a six-month relationship with a colleague. Emma immediately asked him to leave their Canary Wharf flat. She's filed for divorce but James is contesting, claiming he wants to "work things out."

Core Fears:

- Being taken advantage of:
"What if he tries to take half of everything I've built?"
- Impact on her daughter:
"How do I protect Sophie from this mess?"
- Career disruption:
"I can't let this affect my professional reputation"
- Financial manipulation:
"He's already hidden money before"
- Losing control:
"I've always been in control of my life"
- Public embarrassment:
"What will colleagues and friends think?"

What She's Searching for:

- "High net worth divorce lawyer London"
- "How to protect assets in divorce"
- "Divorce for professionals"
- "Child custody for working mothers"
- "Fastest way to get divorced UK"
- "Hiding assets in divorce"

Marketing Messages That Resonate:

- "Discrete, efficient divorce services for professionals"
- "Protecting high-achieving women's assets and futures"
- "Understanding the unique challenges of executive women"
- "Fast-track divorce solutions for busy professionals"
- "Experienced with complex financial portfolios"

AVATAR #3:

The Overwhelmed Survivor – *Lisa the Loyalist*

Basic Demographics:

- Lisa Matthews
- Age: 45
- Occupation: Part-time Teaching Assistant
- Income: \$18,000 (plus benefits)
- Location: Small town in Yorkshire
- Children: Three (Tom, 16; Amy, 13; Ben, 9)
- Marriage Length: 22 years

The Situation:

Lisa's husband Mark has become increasingly controlling and emotionally abusive over the past five years. After he pushed her during an argument last month, she finally contacted a domestic violence helpline. She's staying with her mother temporarily with the children, but Mark is demanding they return home and threatening legal action.

Core Fears:

- Physical safety:
"What if he becomes violent again?"
- Financial survival:
"How will I support three children on my income?"
- Losing her children:
"What if the court believes his lies?"
- Homelessness:
"Where will we live?"
- Legal costs:
"I can't afford expensive lawyers"

- Being judged:
"People will think I should have left sooner"
- Making things worse:
"What if fighting back makes him more dangerous?"

What She's Searching for:

- "Domestic violence divorce help"
- "Legal aid family lawyer"
- "Free divorce advice"
- "Protecting children from abusive father"
- "Emergency custody orders"
- "Divorce support groups"

Marketing Messages That Resonate:

- "Support for families escaping domestic violence"
- "Understanding the unique challenges of abuse survivors"
- "Affordable legal help for those who need it most"
- "Protecting mothers and children from further harm"
- "You're not alone—we're here to help"