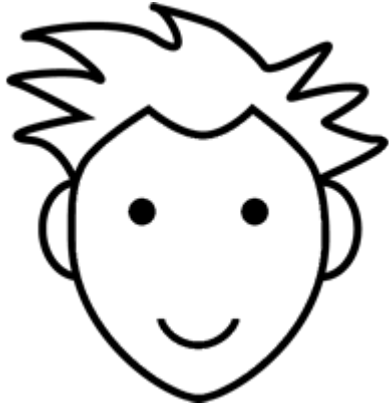


18 Year Old Eddie



Behaviours

- High school student
- Visits the boardwalk for prom weekend
- Willing to take risks (such as drinking alcohol underage and in public)
- Has a big ego which gets him into trouble

Facts & Demographics

- Was driven in a limo with his friends (maybe we can make a connection between the time the kid is searching for a limo service - we can have a section where Tumelty offers a page of his Approved Limo services. The kids can sign up for their limo along with an add-on service of CERTIFIED ATTORNEY PROTECTION. ****Don't let your parents know you got arrested over prom weekend. Sign up for our Certified Attorney Protection and we'll make sure you get bailed out in time for dinner on Sunday with your parents.

Needs & Goals

- Wants to have fun over prom weekend
- Needs a hotel, limo, and a plan
- Wants to look really cool
- Willing to spend more money on the weekend because he never worked for the money to begin with

Dealing Dave



Behaviours

- First offenders - Upbeat about staying away from drugs and getting through this without a criminal record
- Socially active
- A lot of person use search engines to get information about the drug charges and attorneys. Most young individuals are active on social media. Frequently ask friends and family members for referrals

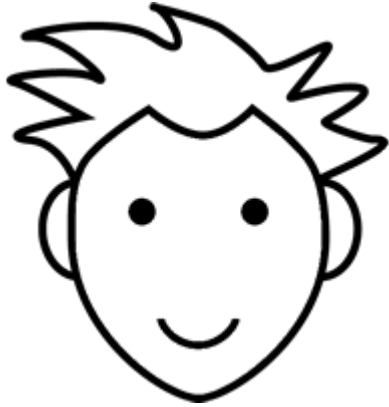
Facts & Demographics

- Most are younger men and women in their teens, 20s and 30s
- Most are still in high school and college and living at home
- A lot of times it is either recreational drug use or someone that has a real drug problem
- A person arrested for a drug distribution charge is usually different and is almost always a young adult (late teens, 20s, or 30s) and a lot of times not working - because they are selling drugs

Needs & Goals

- Avoid jail time
- Avoid criminal record
- Can I beat the charges? Did the cop have the right to search my car, house, belongings
- Avoid drug rehab

DWI Dave



Behaviours

- Typical day would include school or work, then going out on Friday or Saturday night, have too much to drink and driving home where an accident occurs
- Scared, confused and uncertain

Facts & Demographics

- Typically from good families
- Likely working food jobs or still in HS or college
- Typically have no criminal record, and frequently have good driving records
- Charges are really not age specific
- Most people are active on social media. Most people use search engines to get information about lawyers and criminal charges

Needs & Goals

- What is the penalty?
- Avoid a criminal record
- Avoid state prison or county jail
- Avoid loss of license
- Need information about charges
- Will I be found guilty?

Gary Gunnin



Behaviours

- Nice, respectful and anxious to get information about the charges and potential resolution
- Frustrated with the strict gun law in New Jersey
- Most clients come through mostly referrals and search engine research

Facts & Demographics

- Frequently involves older individuals in their 30s, 40s, 50s and above. Family members with good jobs/careers
- Typical week involves work unless it is a weekend or vacation
- Their occupations differ but they usually have good jobs and sometimes self-employed
- People from out of state valet their cars in Atlantic City and the valet person finds a gun and calls police. Leads to an arrest and serious charge for possession of a handgun in NJ without a carrier's permit.
-

Needs & Goals

- Avoid mandatory jail that goes with a gun charge
- Will I be able to still possess and own firearms?

Underage Freddy



Behaviours

- Usually not frustrated because they need information to understand the charge and what will happen in court
- Nice

Facts & Demographics

- Usually young adults late teens, 20s, and 30s
- Down the shore for vacation in the summer or sometimes living at shore for the summer and working a summer job.
- Usually the parents of charged reach out to an attorney
- A lot of times use search engines, social media and referrals

Needs & Goals

- Will I have a criminal record?
- Will I get probation?
- Will I have to pay fines?