



Ideal Client *Profile*

Use these prompts to uncover the questions you need to ask to determine a right-fit prospective client: ■

- ④ What are the variables that describe our target client?
- ④ Are there any requirements that a client absolutely must meet for us to consider doing business with them?
- ④ What red flags can we identify that signify a client might be a poor fit and that further, more direct qualification might be required?
- ④ Are there any variables or conditions that would constitute an absolute no—a client we would not work with under any conditions?