

Ideal client worksheet

Module 1: Clients

Fill this in from memory first, then check it against your last five jobs.

The last client you loved working with. What made it work?

The one you would never take again. What did they do in the first conversation?

The lowest fee you would take without resenting it

How do they make decisions? One person, a committee, a partner at home?

Your ideal client, in five bullets
