



How to Identify an Ideal Client

Write down a description of your last 3 clients: (example: married, with children, in their 40s, works in an office)

Formula to determine who you should be asking for in the form of person, company, industry:

Of the last 3 clients...(put a check mark by one or all clients)

1. _____
2. _____
3. _____

Who did you like working with the most?

Who did you help the most?

Who did you profit from the most?

Write down your new ideal client you will ask for referrals to?
