

DISCOVERING YOUR IDEAL AND LESS THAN IDEAL CLIENTS

Part 1

1. Make a list of 10 of your most recent clients
2. Divide these clients into 3 categories below: those you enjoyed working with the most, those that were a neutral experience, and those that you did not enjoy working with or were a negative experience.

POSITIVE EXPERIENCE

After each client's name, describe the observable characteristics and behaviors that determined why you put them in that category.

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3. Go back to the clients in your 'most enjoyed' category and answer these questions: why did you enjoy working with them? What are some of the attributes that you can look for in future clients that would put them in this category? What are some strategies or questions to ask potential clients in the future that would attract more of this type of client? Was it the client that made the experience enjoyable? What are some of the ways that you handled the situation that influenced the interaction and situation?

NEUTRAL EXPERIENCE

After each client's name, describe the observable characteristics and behaviors that determined why you put them in that category.

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4. Go back to the clients in your 'neutral' category and answer these questions: why was this experience neither positive nor negative? Is there anything you could have done to make it a more enjoyable experience? Would you work with this type of client in the future? Why or why not?

NEGATIVE EXPERIENCE

After each client's name, describe the observable characteristics and behaviors that determined why you put them in that category.

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5. Go back to the client in your 'did not enjoy' category and answer these questions: why was this a negative situation? How much of the responsibility rested in the client, and how much rested with you? Why? How could have you foreseen some of the issues and dealt with them ahead of time? What are some ways you could identify this type of client in the future before working with them?