

DISCOVERING YOUR IDEAL AND LESS THAN IDEAL CLIENTS

Part 2

1. Go back to last week's worksheet and look at the clients that are listed under the 'neutral' and 'negative' columns. Decide how you would handle the situation if it happens in the future and write out an action plan. If it's a current client choose action points that you can implement right away.

2. Read through your responses on Worksheet 1 and then describe the observable behaviors and characteristics of what makes your ideal client on the left column and your non-ideal client on the right.

IDEAL CLIENT

NON-IDEAL CLIENT

3. Read your answers from last week on Worksheet 1 and determine where the weak link lies in the neutral and negative client situations. Is the problem in the discovery process when you are deciding who you are going to work with, communication before the project begins, the way that you are managing the project during its execution, or other factors?
