

CHARACTERISTICS OF AN IDEAL CLIENT

Let's start with who is an ideal client for you. When you think about who you have been most successful working with, how would you describe their characteristics?

Ideal Client

With whom do you enjoy working?

What type of business?

With what industries do you prefer working?

How do your preferences align with the firm's strengths?

What are your geographic considerations?

What is the average engagement value?

What problems are you excellent at solving for clients?

How do you create value for your clients?