



Your Perfect Client	Clarifying Your Thoughts
<p><u>Values</u></p> <ul style="list-style-type: none"> ▪ What are your core values? ▪ Do you want your clients to have these core values? 	<p><i>Example: Integrity, Respect, Community, Love, Fun, Courage, Creativity</i></p>
<p><u>Characteristics</u></p> <ul style="list-style-type: none"> ▪ Define the characteristics of your perfect client. 	<p><i>Example: \$100+million dollars per annum, 50+ employees, particular industry, particular geography, particular demographics, psychographics</i></p>
<p><u>Behaviors</u></p> <ul style="list-style-type: none"> ▪ Identify the behaviors of your perfect client. 	<p><i>Example: Pays on time, appreciates efforts, responds quickly, decisive, makes commitment</i></p>

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