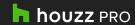
How to Identify Your Ideal Client



Having a clear picture of who you want to work with will streamline your screening process so you only take on projects you actually want. Answer these questions to reveal your ideal client – then show them why you're the one to hire.

Client Demographics

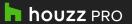
Determine your target market to spot promising prospects at a glance.

Compatibility & Working Style

Since you'll be collaborating closely, let's make sure it's a

good fit.

Where does your ideal client live? Which areas do you want to work in? How far are you willing to travel?	
How old is you Do you relate bett	r ideal client? er to young homeowners or do you prefer more mature clients?
-	mily situation? g with individuals? Families with young kids? Multi-generational households? per of decision-makers you're comfortable with.
What's their household income? We'll get into project budgets later, but for now, think about the overall income range you want to targe	
Do you like clients	who are hands-on or hands-off? Is there a minimum (or maximum) level of input
Do you like clients you need for a suc How informed Do you like to guic	who are hands-on or hands-off? Is there a minimum (or maximum) level of input cessful project?
How informed Do you like to guid their research and How importants Is your client's mot	who are hands-on or hands-off? Is there a minimum (or maximum) level of input cessful project? are they? e and educate your clients, or would you rather work with people who have done know what they want?



Project Pa

Project Parameters	What kinds of projects do you want to focus on? Is there a speciality you'd like to stick with or do you want to expand into new areas? What about particular rooms or design styles?
Identify the work you get excited about so you can do more of it.	
	What schedule and pace works best for your projects? What's your ideal project length? Do you prefer several quick-turnaround projects or a few long-term ones? Are there any months you don't work?
	Which challenges do you like to address? Do you excel at maximising small spaces, increasing sustainability, preserving historical buildings, or other unique requests?
	What is your ideal project budget? Given your average project costs, do you have a minimum budget you're willing to work with?
Additional Notes	