

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.

Where does your ideal client live?

Which areas do you want to work in? How far are you willing to travel?

How old is your ideal client?

Do you relate better to young homeowners or do you prefer more mature clients?

What’s their family situation?

Do you like working with individuals? Families with young kids? Multi-generational households? Consider the number 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 target.

Compatibility & Working Style

Since you’ll be collaborating closely, let’s make sure it’s a good fit.

How involved are they?

Do you like clients who are hands-on or hands-off? Is there a minimum (or maximum) level of input you need for a successful project?

How informed are they?

Do you like to guide and educate your clients, or would you rather work with people who have done their research and know what they want?

How important is alignment?

Is your client’s motivation for this project important to you or do you simply want to deliver what they ask for? Do their values need to match yours?

Any personality preferences?

Do you work better with creative risk-takers or people who are more conventional? How about high energy or laid back clients?

Project Parameters

Identify the work you get excited about so you can do more of it.

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?

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