

Land Your Dream Client!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • March 1, 2010 • [Printer-friendly](#)

Questions to Help You Identify an IDEAL and LONG-TERM Client



When it comes to landing a client, don't just "take what you can get."

Less-than-ideal clients can be troublesome, time-draining, or worse - deadbeats!

Start marketing your services to people whom you'd like to work with. People who will **VALUE your time and pay for it!**

This is not a pipe dream! Ideal clients *are out there* - YOU just have to **identify who fits the bill.**

Create an "**Ideal Client**" **profile** by asking yourself these questions:

- Where are they located? Are they in the U.S. or in another country?
- What industries are they in?

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



- If they are companies, what specifically do they do and what are their revenues?
- Would doing their work fit your expertise?
- How does their work capitalize on your strengths and experience?
- What are the typical billings for their matters?
- Will they likely bring you more business and/or referrals?
- What kind of working relationships do they want to have? Collaborative or autonomous?
- What personal characteristics do you want to avoid?

After answering those questions, compose a detailed, **written description of who those ideal clients are** so that you will have total clarity about the prospects you are going after.

Remember, it's okay to be **picky** about clients.

Focus your business development efforts by pinpointing and finding your **IDEAL CLIENT** today.

In the end, you'll find that you actually *enjoy* the work that you do - and the clients you work with.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

