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*Ideal Client**

The following exercise will help you articulate the qualities you desire in your Ideal Client. Please do not read ahead. Do each part of the exercise and then move on to the next part.

1. **Describe Your Ideal Client** – all the characteristics of your ideal client including, but not limited to, geographical location, salary, first-time buyers, ready to close in 30 days, etc. The list should include 10+ characteristics.
 - Even though you were asked to create a long list it is important to focus on what you really want. Once you have a list of adjectives highlight the top 5 characteristics your ideal client **MUST HAVE**.

5 MUST HAVE TRAITS

- 1.
- 2.
- 3.
- 4.
- 5.



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2. **Then describe The Client From Hell** - Write about qualities of a client you could not stand. Describe characteristics from past clients that were difficult, including but not limited to, couldn't make a decision, no financing, demanding, doesn't listen, outside of 20 mile radius of office, etc.
 - Once you have all the adjectives highlight the 5 items your client **MUST NOT HAVE** - these are your deal-breaker characteristics. You will not work with a client who has these characteristics.

5 MUST NOT HAVE TRAITS

- 1.
- 2.
- 3.
- 4.
- 5.

REMEMBER: You make money if you refer, you lose money if you waste energy on people who are not the right match for your business model.



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3. Then describe the type of person **YOU HAVE TO BE to attract your IDEAL CLIENT** - describe the values, characteristics, conduct and habits you would need to attract the ideal client you described.
 - Since we cannot be all things to all people, once you have your list of adjectives, highlight the 5 characteristics that show off your **BEST SELF** at work.

BEST SELF TRAITS

1.

2.

3.

4.

5.



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4. If you currently have clients that do not have the characteristics of your Ideal Client, rate the client on each characteristic using a scale of 1-5 for each of your top **5 MUST HAVE's**, top **5 MUST NOT HAVE's** and then rate yourself on each of your top **5 BEST SELF** characteristics.

On a scale of 1-5 (1 being does not have any of these traits - 5 describes client perfectly) for **MUST HAVES**

1 2 3 4 5

On a scale of 1-5 (1 being does not have any of these traits - 5 describes client perfectly) for **MUST NOT HAVES**

1 2 3 4 5

On a scale of 1-5 (1 being does not have any of these traits - 5 describes me perfectly) for **BEST SELF**

1 2 3 4 5

***Congratulations! You now have a filter to determine
who you hire as your next client!***

***This is an adapted version of Anthony Robbin's Ideal Mate Exercise available
in *Get The Edge***



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Laura Treonze, serves as Chief Life Strategist with **LMT Consulting**, which helps individuals and companies create massive success through self-awareness.

LMT Consulting was founded on the core belief that behavioral understanding is the key to personal and professional success. By uncovering natural behavioral styles we help growth-minded individuals build plans that focus on their personal strengths. We provide the tools to help people understand how to show up as their best self in all situations so they can manage their energy instead of

their time, direct conversations instead of reacting to them, and communicate with everyone at a higher level. Unlike traditional business coaching, we know personal lives play a huge role in how people show up professionally. Our coaching programs are specifically designed to help you understand and articulate what you really want so you can create your ideal work-family balance.

LMT Consulting executive and life coaching has transformed and redefined the way non-profits, small teams and corporations “do” business. Our coaching is proven to boost individual confidence, increase self-awareness, improve group understanding, reduce conflict, improve team-building, and enhance commitment in all aspects of life.

It became apparent that the work **LMT Consulting** was doing to help companies, teams and business leaders with behavioral understanding was needed outside of the office and taken to a more personal level. Many of the issues that cause people to seek executive coaching also apply to parents and their interactions with their children. **LMT Consulting** is dedicated to empowering families to live healthier, happier, more resourceful, and resilient lives by increasing self awareness of the strengths of every member of the family, understanding how children process information and how to communicate more effectively with each other through its innovative “*The Social Behavior of Families*” Training.

At **LMT Consulting** “*Our mission is to help people do and be more than they thought physically, mentally, spiritually and financially possible while building businesses and lives worth talking about.*”

Reach out to us today and start on the exciting path of behavioral understanding, awareness and development! Isn't it time for you to ***build a business and life worth talking about?***

To learn more about our services, please go to www.lmtworthtalkingabout.com

Connect with Laura on Social Media

