

Client Selector

Profitable Clients

(Back Costing, Can pay / will pay)

Experience

(What are you good at?)

Case Studies / Testimonials

(Which markets can we get social proof)

Interest

(What do we like to do?)

Trends

(What new developments can we lead the market in?)

Easy To Find

(Can we get a list of names? Watering holes?)

Profit Per Job

(High lifetime value clients or repeat business)

The River Is Running

(People that understand the product / service & are already buying)