

# 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)*