

Freelance Transformation Checklist: Is this client right for me?

Most clients and projects are **not** the right fit. The clients that generate real consulting grow are those that generate meaningful profits, be enjoyable to work with, and result in long term relationships.

Questions to consider before agreeing to take on a project (print and keep nearby):

- Will the project deliver at *least* 5x as much value to the client as I'm charging?**
If a prospective client can't get a massive return on your services, they are going to prioritize price. Does this project represent a genuine investment for the client, or is this simply a necessary expense?
- Is this project a high priority for the prospect's business?**
Projects are far less likely to stall or be placed on the backburner if there is a firm deadline timed to some critical business event such as the launch of a new product or marketing initiative. If the project isn't tied to a critical business deadline, it should at least be solving a critical problem for the business.
- Will this project make an impact on my bottom line?**
It takes significant time to sell to and onboard a new client. Each project that you consider taking on should be able to make a meaningful dent in your bottom line. Anything less takes time and energy away from projects that can make that difference.
- Do the project requirements closely fit what I actually provide?**
It can be tempting to take on projects that you "know" how to do, but aren't the core service that you are trying to provide. These projects sound like quick money, but are time-consuming to support, don't create economies of scale, and can't necessarily be delegated if you start hiring a team. Focus on the one thing.
- Do the client's expectations fit how I work with clients?**
Conflicts with clients generally occur when there is a mismatch in expectations. If this is a person that expects next-day deliverables, or for you to be reachable 24/7, consider carefully whether that fits your business model. *Many problems can be avoided just by explaining how you work and what to expect before the project starts!*
- Is this project likely to turn into a larger client relationship?**
Sales and onboarding new clients is time consuming. Is this project a "one and done" deal, or is this a client that is likely to keep needing your services in the future? It's far easier to build a business off the latter.

For more help in finding the right clients and building an amazing freelance business around your lifestyle, visit www.freelancetransformation.com