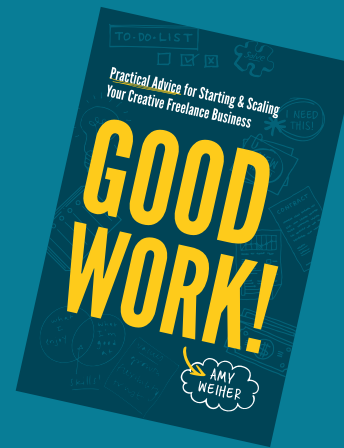


# BUILD A GOOD FOUNDATION

(OR REASSESS THE ONE YOU HAVE!)

## THINK ABOUT WHO YOU WANT TO WORK WITH.



Now that you have some clarity on what you want to do, who do you want to do it for? When you're choosing your work, you're choosing your coworkers and partners and project bosses—and people make a huge difference in how a project goes.

Spend some time thinking about past clients you've enjoyed working with.

*Who were they?*

*What were their personalities like?*

*How did they communicate? How did they handle any conflicts, questions, or clarifications?*

*How did they treat you, both as a person and as a vendor or partner?*

*Did they appreciate the work you did? How did they show it?*

*Did they value what you had to offer and listen to what you had to say? How did they show they trusted you?*

*Were they respectful of your time? How did you communicate with them about timing and the schedule?*

*Did they respect the budget and pay on time? How did they negotiate, if needed?*

*Did you have things in common with them, both related to the work and beyond it?*

*Where did they work—what region or industry?*

*What were their job titles? Where did they fall in the structure of their organization?*

*How much did they know about your industry or your type of work? Did they listen to what you needed to explain about the process and result?*

*What help did they need from you?*

*What were they passionate about?*

*Why did you like working with them?*

*Did you enjoy the work itself? Do you want to do more of that kind of work? Were you happy with the result?*

Again, look for patterns. Maybe your ideal clients are women in their forties with big personalities who are married with kids and are vice presidents in corporations. Or maybe they're mechanical engineers in Midwest startups who are introverted and shy. Knowing who you want to work with will also help you figure out where to direct your marketing efforts and what to say to connect with them.

Having a target kind of client doesn't mean you won't work with anyone else or that it'll always be roses when your ideal client calls. But it makes things so much easier when you have an idea of who is right for you and then surround yourself with those people.