

Is This Potential Client Your 'Ideal' Client?

Using the points in this comparison chart, you will become very skilled at determining (almost instantly!) whether a potential new client fits into the description of your 'ideal' client.



Ideal Client	May Not Yet Be an Ideal Client
<ul style="list-style-type: none"> Is able to clearly communicate their business goals. 	<ul style="list-style-type: none"> Is unclear about their business goals and communicates very general goals – such as 'make more money' or 'get more clients'
<ul style="list-style-type: none"> Discusses details about projects and tasks rather than providing a very basic overview 	<ul style="list-style-type: none"> Provides a very large, vague overview of a project they would like to accomplish and expects the Virtual Assistant to make it happen
<ul style="list-style-type: none"> Has appropriate expectations of a Virtual Assistant 	<ul style="list-style-type: none"> Wants the Virtual Assistant to guide, lead and manage the growth of their business
<ul style="list-style-type: none"> Understands and values the Virtual Assistant skill, expertise and, therefore the rates also 	<ul style="list-style-type: none"> Is 'stuck' on the Virtual Assistant rate and isn't comfortable with spending the money for their expertise
<ul style="list-style-type: none"> Is looking for a long term relationship and eventual 'partnership' from the Virtual Assistant 	<ul style="list-style-type: none"> Continuously questions the amount of time required to complete tasks
<ul style="list-style-type: none"> Is comfortable and trusts the Virtual Assistant with taking over and managing tasks as appropriate (i.e. they can delegate) 	<ul style="list-style-type: none"> Feels they need to micro manage and check over every detail completed by the Virtual Assistant
<ul style="list-style-type: none"> Openly shares details about the business, goals, priorities, resources, etc. 	<ul style="list-style-type: none"> Provides direction on specific items only and is tight on providing additional business details
<ul style="list-style-type: none"> Creates time in calendar to communicate verbally with the VA 	<ul style="list-style-type: none"> Is too busy to make time to connect verbally with the VA
<ul style="list-style-type: none"> Understands that Virtual Assistants often work with multiple clients 	<ul style="list-style-type: none"> Expresses unrealistic expectations around deadlines and projects
<ul style="list-style-type: none"> Enjoys a flexible work environment and understands also the Virtual Assistants have flexible work schedules also 	<ul style="list-style-type: none"> Expects the Virtual Assistant to be available when they're available – not recognizing the flexible work 'environment'
<ul style="list-style-type: none"> You are excited about the kind of work they do and the people they work with and look forward to learning more 	<ul style="list-style-type: none"> You dread the kind of work they do and have no real interest in the people they work with But you need the money
<ul style="list-style-type: none"> You can't wait to get started in working with them 	<ul style="list-style-type: none"> You sense that 'pit in the stomach' feeling and don't feel quite right about a successful relationship