

Client

Without clients you do not have a business. They are the SOLE reason for its existence.

The main key to success in marketing and business is knowing who is your market AND who they are not. You make more money and grow your business faster by concentrating on a smaller market than on a larger one.

80% of your profit will come from 20% of your clientele. Focus your energy and efforts on your profitable clients.

Bad customers drain your energy and your profits. FIRE bad customers.

What is the lifetime value of your client?

How many times will they use your service?

How long will you keep the relationship?

What is the profit margin on the client?

How many referrals could they send you?

If they are happy with your product / service they will tell 3 people. If they are unhappy with your product / service they will tell 20 people.

