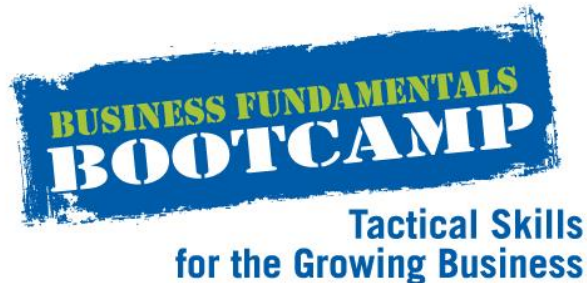


When to Turn Away a Client

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The part I always forget...



ELLEVATED OUTCOMES



the little Boston brownstones

(that made a lot of money)




Photo from [New England Home](#)

WIIFM?

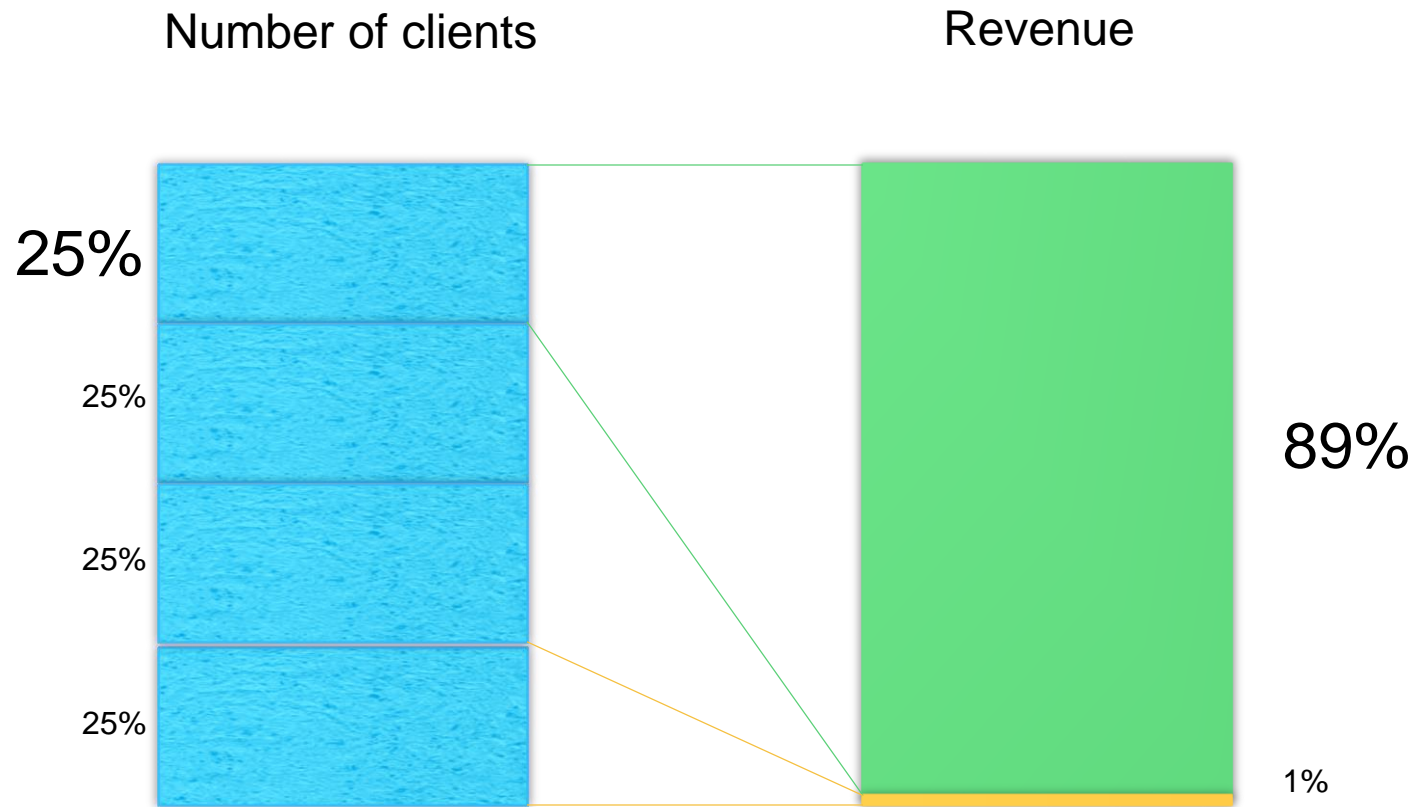
“Profit is a reward for owning
the business.”

-Profit First

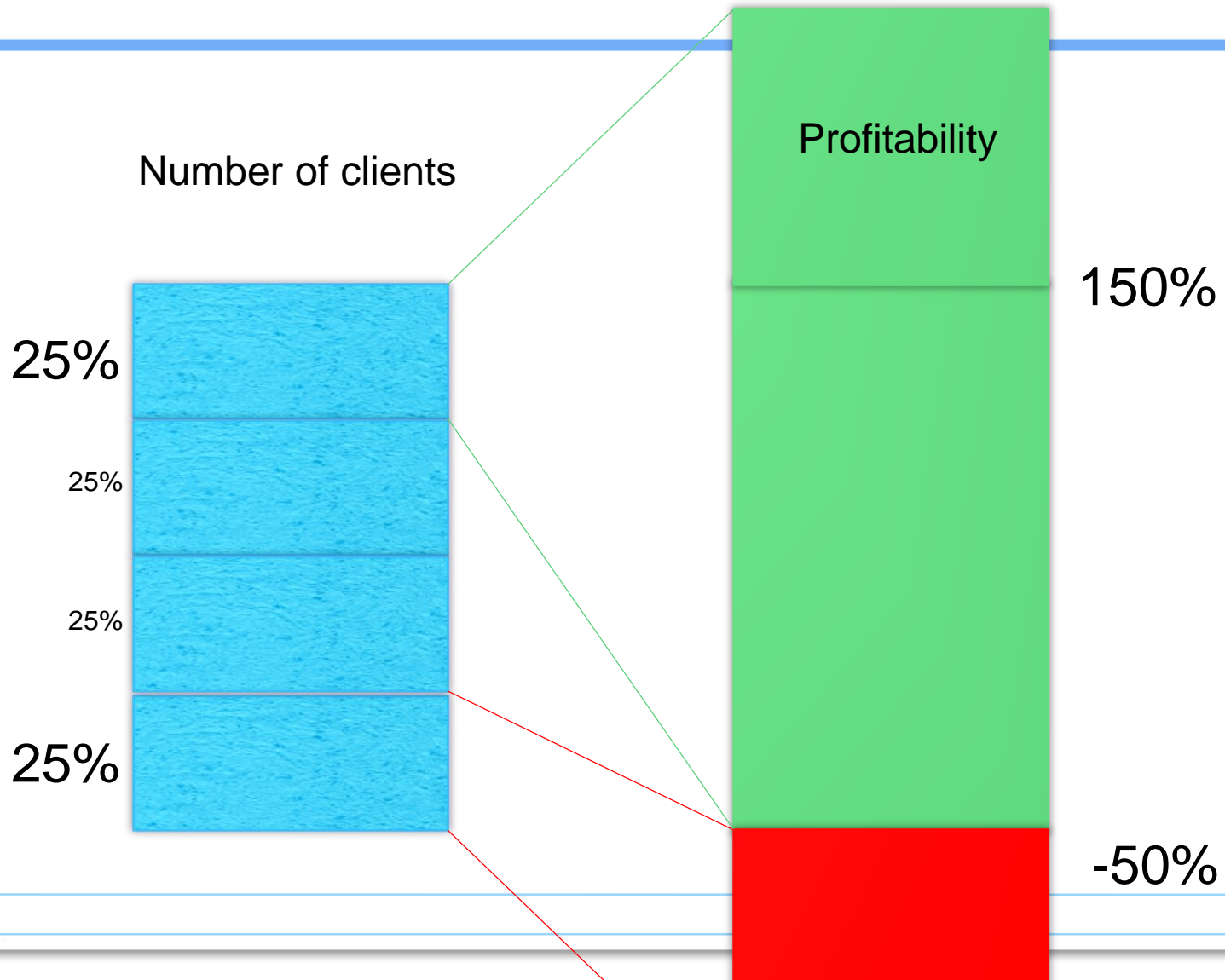
Goals for today

- 
1. Clear hypothesis of who are *not* my clients
 2. Clear hypothesis of who *are* my clients
 3. Action steps to turn my hypothesis into fact
 4. Next steps to turn fact into profit

The numbers are stunning.



Stunning.

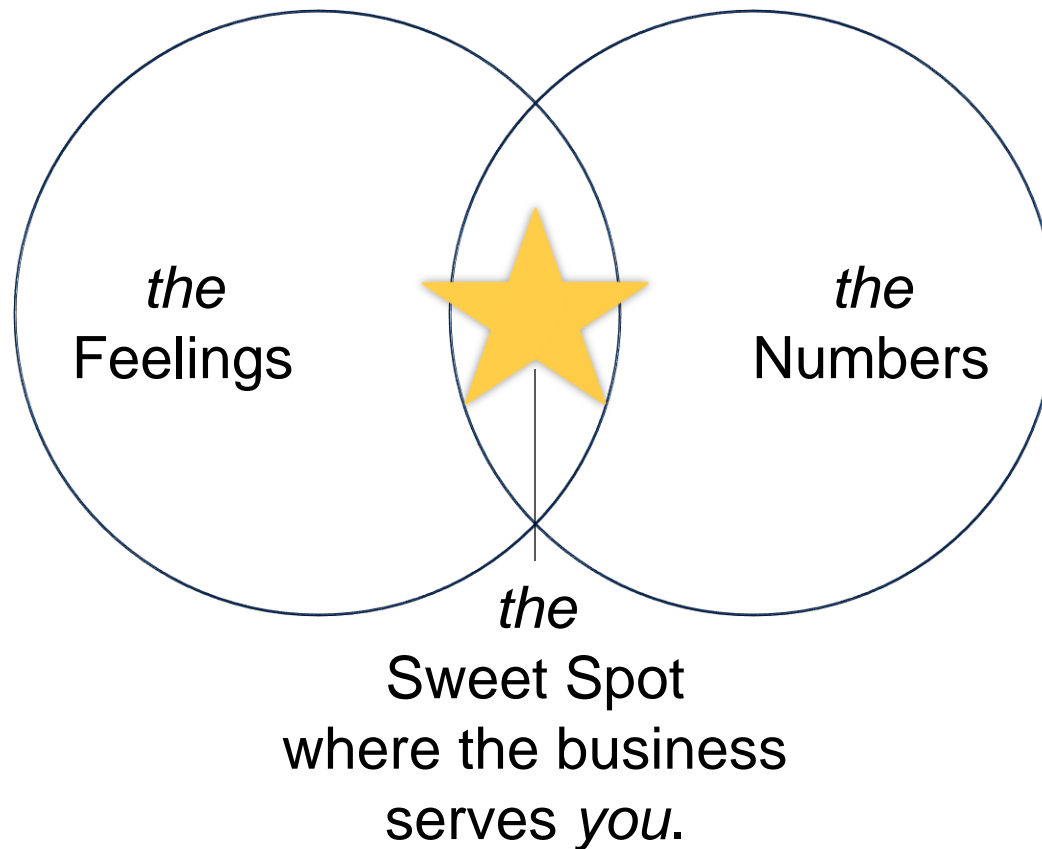


Peter Lorimor has a point



“The riches are in
the niches.”

Qualify + Quantify



Step 1: Qualify

Who [do we think] are our target clients?

1. Who are *not* our clients and customers?
2. Who *are* our clients and customers?
3. Which client / customer segments are our strength?



Go 3 levels deeper...

Who is (s)he?



Test assumptions with facts

The screenshot displays a survey editor interface with a red header bar. The header contains two tabs: "QUESTIONS" (active) and "RESPONSES" (with a count of 11). The main content area shows two questions being edited.

Question 1: "What is the name of your business? *"

Type: Short answer text

Question 2: "In what industry do you consider your business? *"

Type: Multiple choice

Options:

- ☐ Health + Wellness
- ☐ Design
- ☐ Financial Services
- ☐ Other...

Question 3: "Have you paid for business support in the past?"

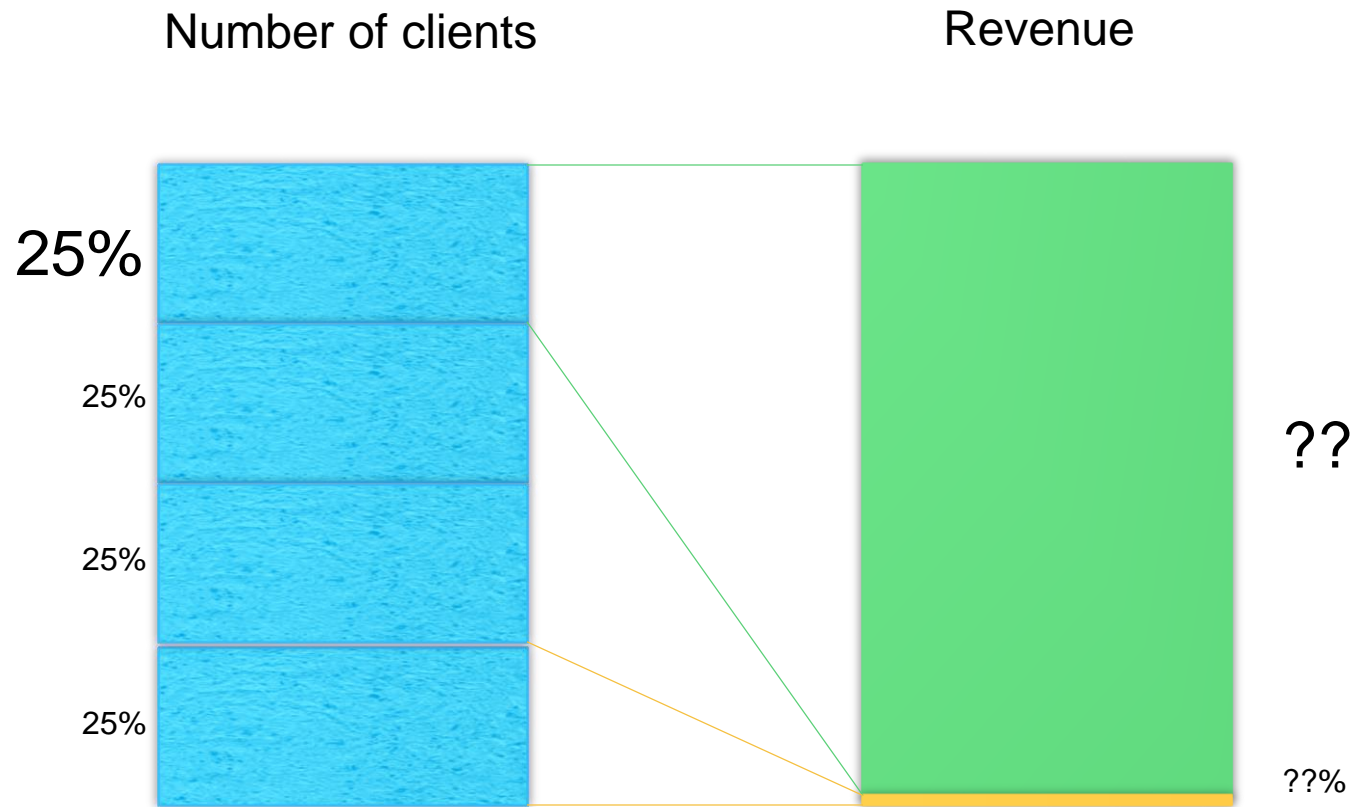
Type: Multiple choice

Options:

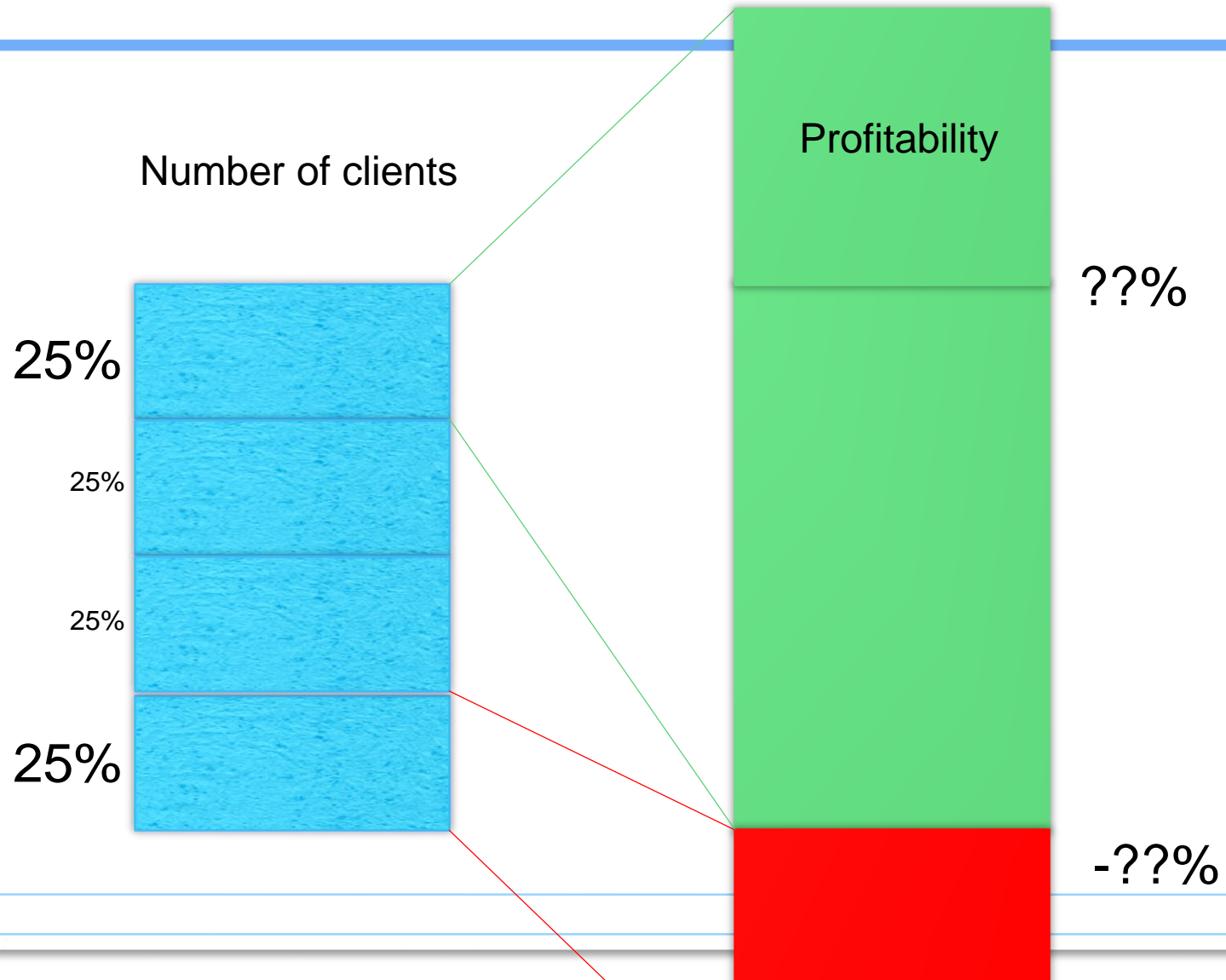
- ☐ Yes
- ☐ No
- ☐ Add option or [ADD "OTHER"](#)

A vertical toolbar on the right side of the editor contains icons for adding new questions, text, images, videos, and a list of existing questions.

Step 2: Quantify



Math homework



Math homework, cont'd

Products

Revenue

Client / product segment 1
Client / product segment 2
Client / product segment 3
Client / product segment 4

- COGS

Client / product segment 1
Client / product segment 2
Client / product segment 3
Client / product segment 4

Profit by client / product segment

Services

Revenue

Client / product segment 1
Client / product segment 2
Client / product segment 3
Client / product segment 4

- Time Required

Client / product segment 1
Client / product segment 2
Client / product segment 3
Client / product segment 4

Profit by client / product segment

Step 3: the fun part

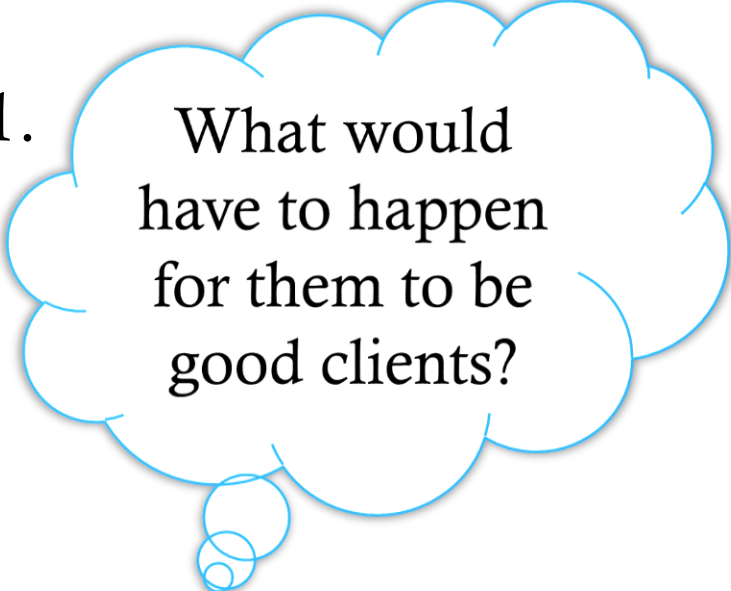
Who do you *like* to serve?



And that brings us to...

Turning away clients

1.



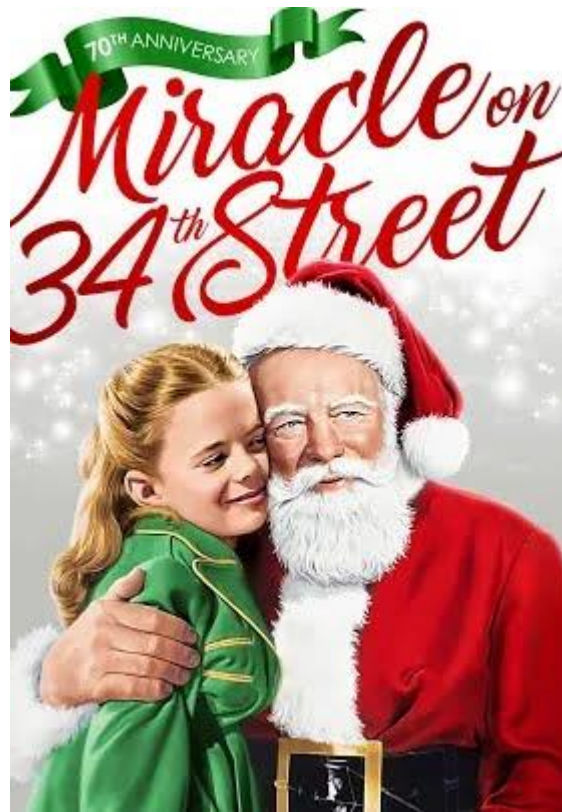
What would
have to happen
for them to be
good clients?

2.



Embracing
COOPETITION

Coopetition at its best



WIIFM?

1. You will become superefficient because you serve few, consistent needs.
2. You will love working with all your clients. Your service will be better!
3. Your marketing goes on autopilot. Birds of a feather...

Let's chat!

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ellevatedoutcomes.com

Remember to Complete the Speaker Survey:

Supportingstrategies.com/bootcamp > 'click' event name > scroll to
agenda > select your speaker

