

Choosing Who to Target

Use the table below as a structured and systematic approach to select which ideal client to target first. Feel free to adjust the factors and weighting as necessary. Happy choosing!

	CLIENT PERSONA: _____	CLIENT PERSONA: _____	CLIENT PERSONA: _____	CLIENT PERSONA: _____
PROFITABILITY (10)				
NEED (10)				
MARKET SIZE (5)				
RELATABILITY (5)				
PASSION (5)				
TOTAL				

