



4 ELEMENTS OF THE IDEAL CLIENT

COLLABORATION IS KEY

While it might be tempting to take any work that is available when starting a new firm, carefully selecting clients that suit your firm's philosophy can help make the business more sustainable.

4 elements of the ideal client



ELEMENTS OF THE IDEAL CLIENT

- 1 Enjoyable to Work With**
Prioritise clients who excite your interest.
- 2 They've Chosen You**
Clients tend to respect your work more if they feel they have chosen you rather than being assigned out of necessity.

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3 Communicate Well

A client who responds quickly and clearly ensures valuable time is not wasted chasing them for input or answers.

4 Give You a Purpose

They give you a purpose: Having a purpose will keep you marching forward. Look for clients who give you that.



By focusing on these core elements, law firms can ensure they have the right foundations in place for efficient and successful operations, paving the way for growth and sustainability.

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