



CLIENTS FROM HEAVEN

How to attract the clients you want, exceed their expectations,
and keep them (and their friends) coming back for more!



EM|LY
WH|TE
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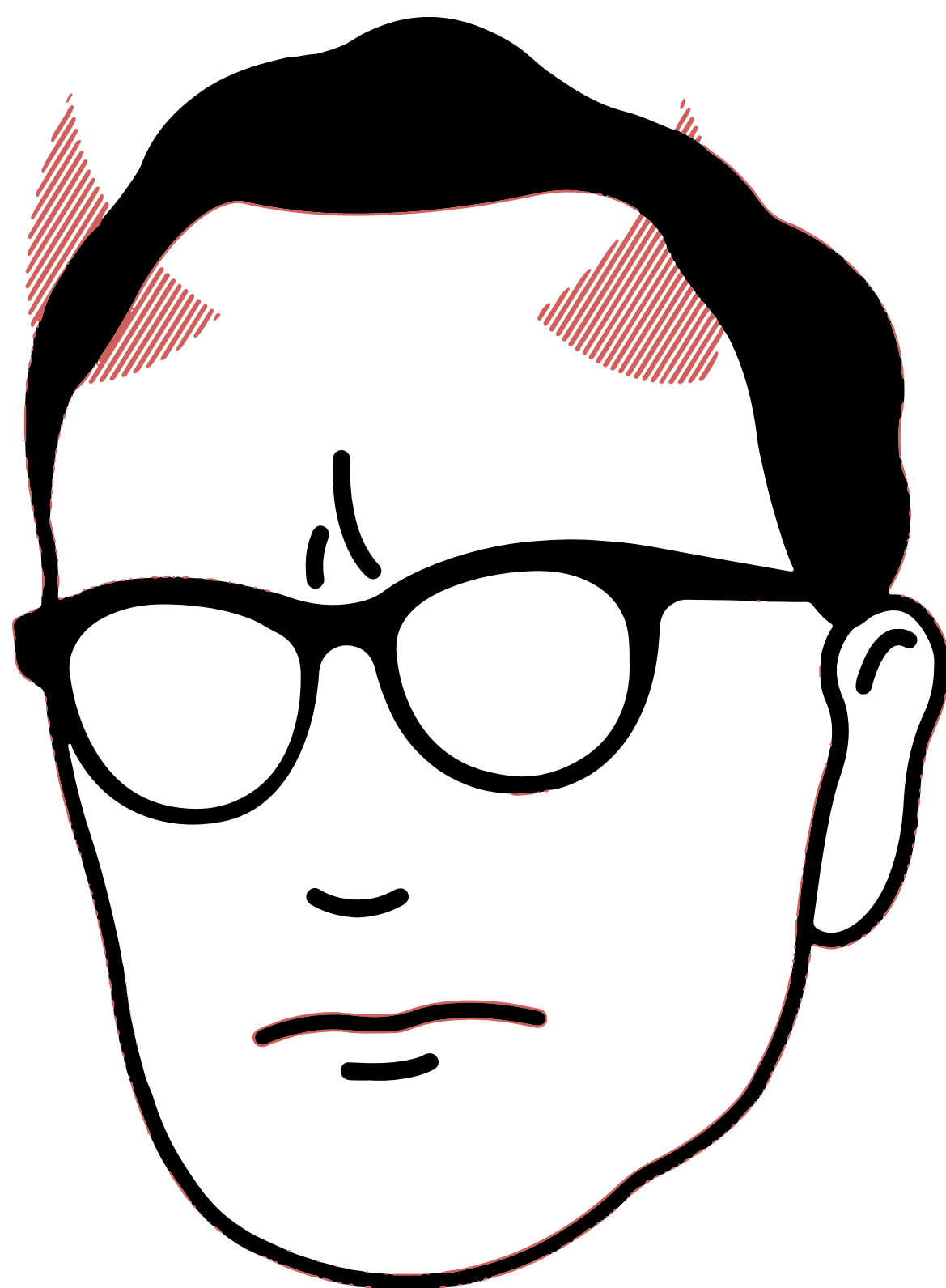
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#WCSATX



CLIENTSFROMHELL.NET

CLIENTS FROM HELL

CLIENT: I'm not too sure about the blue...

ME: Actually, that's green.

CLIENT: Who's the client?

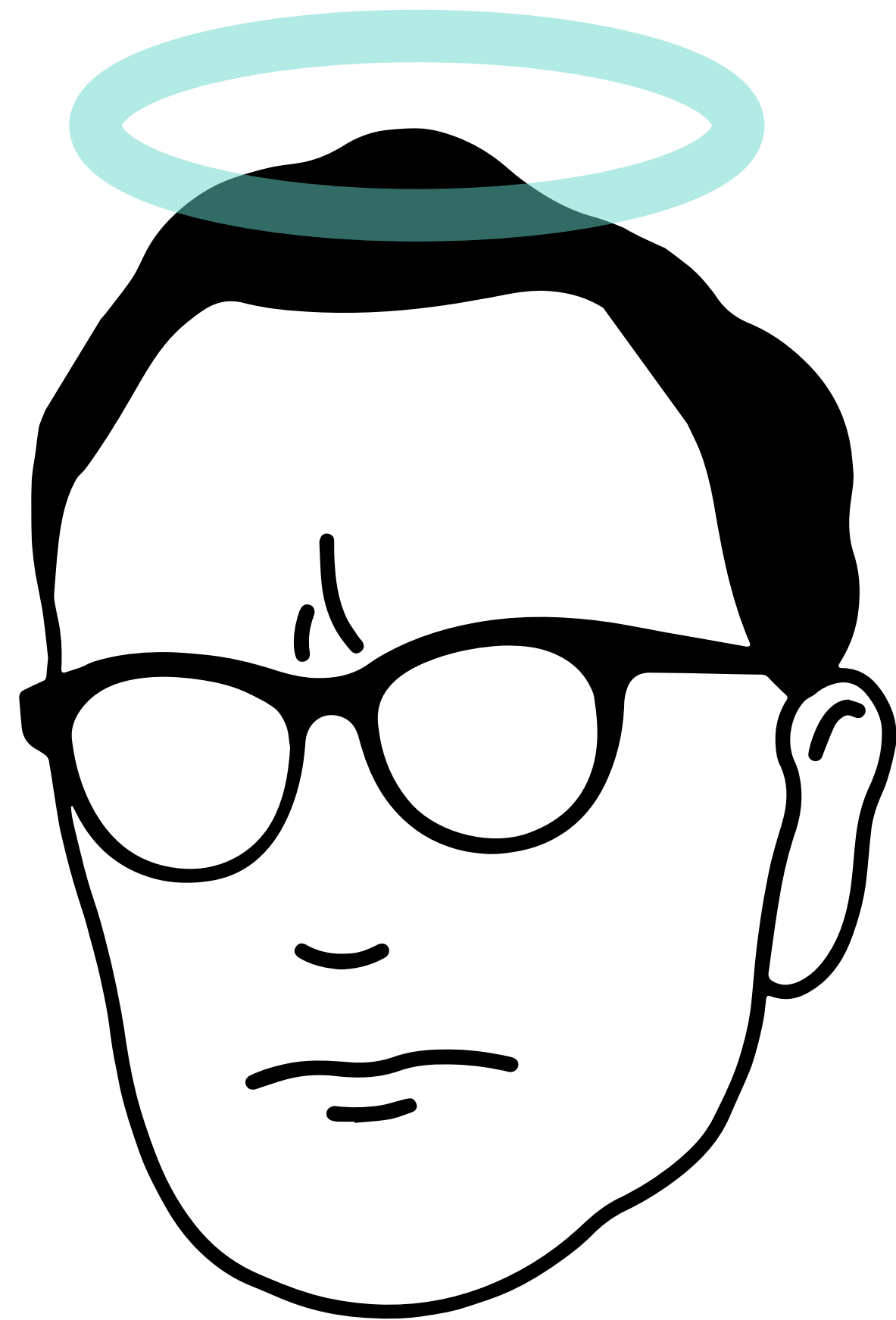
ME: You.

CLIENT: And what color is it?

ME: ...blue?

CLIENT: Right. Now let me see what other shades of blue we have.

We settled on pine-tree "blue."



CLIENTS FROM **HEAVEN**

- 1 DEFINE** your ideal client
- 2 ATTRACT** your ideal client
- 3 QUALIFY** your ideal client
- 4 DELIGHT** your ideal client
- 5 Get REPEAT** ideal clients

DEFINE YOUR IDEAL CLIENT



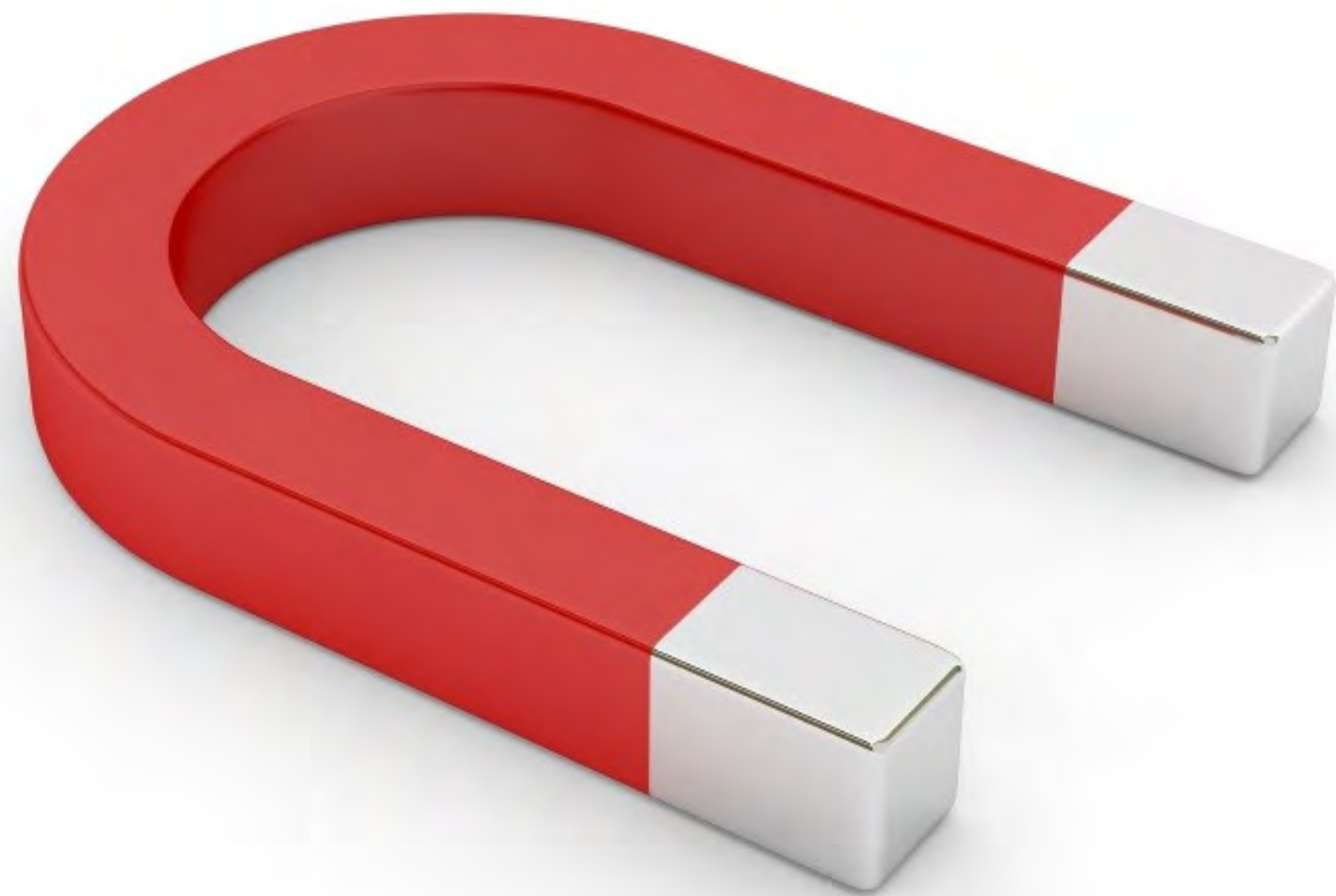
- Brick and mortar business or online only?
- Large companies, small businesses, non-profits, or individuals?
- Favorite niches or industries?
- Large comprehensive projects or quick turn-around jobs?
- Email, phone, Skype, in-person meetings?
- Startup or established business?
- Level of technical expertise?
- Style or aesthetic match?
- Any non-negotiables?

My Ideal Client

My ideal client is someone whose **primary business is their website**. Typically this includes bloggers, speakers, authors, and educators. They are either a solo professional or part of a small team, but **they have all the decision-making power**.

They can come from any industry, but I know that I'll particularly enjoy working with them if they have **overlapping interests with me**: family, DIY, cooking, education, etc. I want jobs that include **full custom website designs** and I prefer projects that can be **completed within an 8-12 week timeframe**. I like clients who are **well organized** and have **clear goals**. I want clients who can **communicate well in writing** as email is my preferred method of communication. I prefer working with individuals or companies who have **already achieved a level of success** on their own and are looking to take things to the next level. I also like when clients have a **basic knowledge of WordPress** and don't require a lot of technical training. I like a bold, **modern design aesthetic** and prefer to work in that style. My clients must be willing to run **WordPress, Genesis**, and have a **budget and timeframe** that aligns with my requirements.

ATTRACT YOUR IDEAL CLIENT



“Everything
is the pitch.”

JOSHUA BLANKENSHIP

**WHAT OTHERS SAY
ABOUT YOU**





WHAT OTHERS SAY
ABOUT YOU





**WHAT YOU SAY
ABOUT OTHERS**

**WHAT OTHERS SAY
ABOUT YOU**



**YOUR
WEBSITE**

YOUR WORK



**YOUR
WEBSITE**



**WHAT OTHERS SAY
ABOUT YOU**



**WHAT YOU SAY
ABOUT OTHERS**



YOUR WORK



YOUR
WEBSITE



WHAT OTHERS SAY
ABOUT YOU



WHAT YOU SAY
ABOUT OTHERS



YOUR ONLINE
PRESENCE



YOUR WORK



THE COMPANY
YOU KEEP



YOUR
WEBSITE



WHAT OTHERS SAY
ABOUT YOU



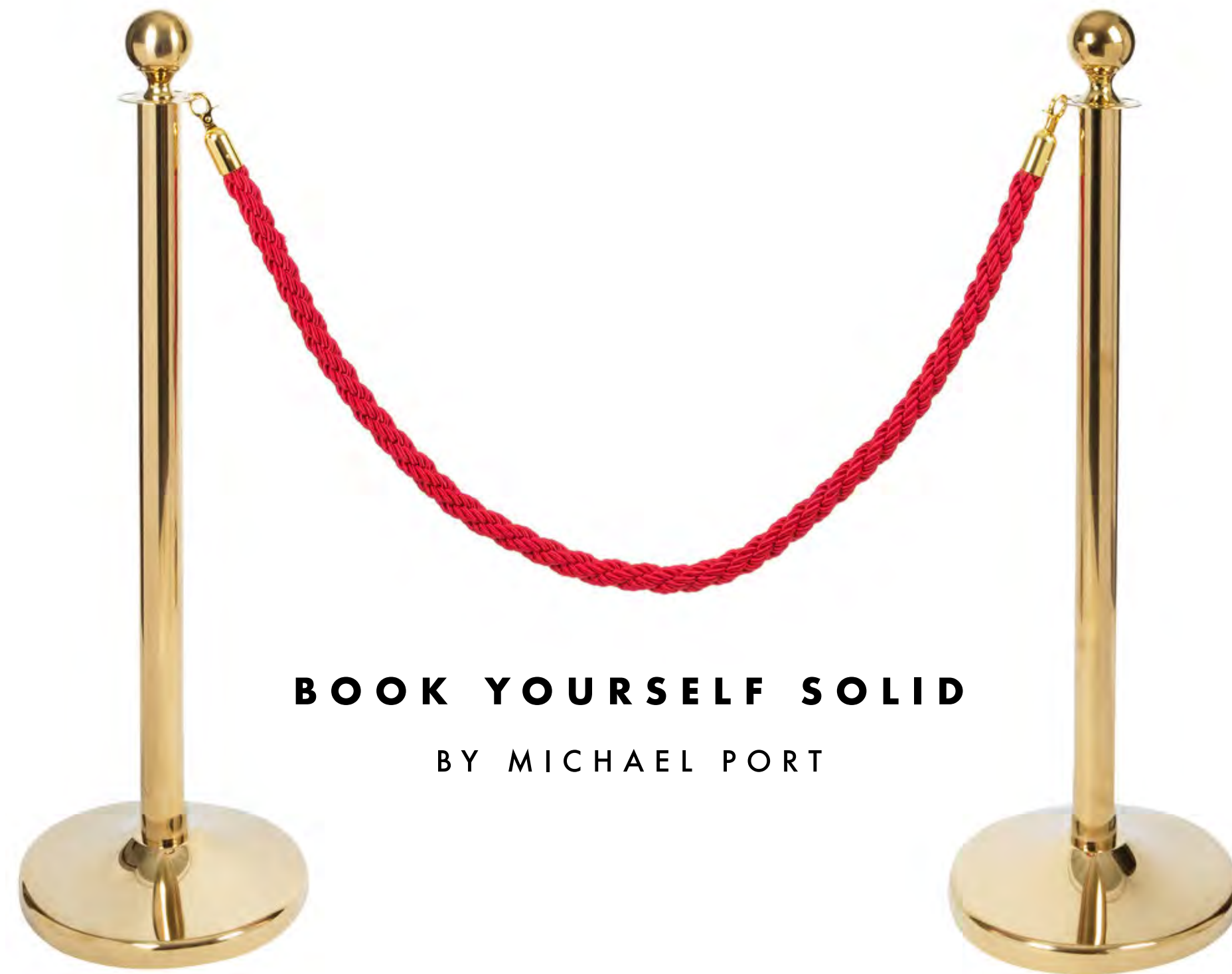
WHAT YOU SAY
ABOUT OTHERS



YOUR ONLINE
PRESENCE



QUALIFY YOUR IDEAL CLIENT



- Do they have clear goals and objectives?
- Does the job excite you?
- Can you deliver real value?
- Are they willing to work within your process?
- Is their budget reasonable?
- Is their timeframe doable?
- Are they pleasant and respectful?

Inquiry

AUTOMATE

GRAVITY FORMS + TEXT EXPANDER

MAKE THEM DO SOME WORK

TALK ABOUT MONEY & TIME

[EMILYWHITEDESIGNS.COM/GET-STARTED](https://emilywhitedesigns.com/get-started)

Phone Call

A U T O M A T E

BOOKED APPOINTMENTS

T A K E N O T E S (A N D U S E T H E M)

B E G E N E R O U S W I T H T I M E & K N O W L E D G E

[EMILYWHITEDESIGNS.COM/CALENDAR](https://emilywhitedesigns.com/calendar)

Proposal

A U T O M A T E

PROPOSIFY + FRESHBOOKS + STRIPE

N O S U R P R I S E S

I T ' S N O T A B O U T Y O U

[EMILYWHITEDESIGNS.COM/PROPOSAL](https://emilywhitedesigns.com/proposal)

DELIGHT YOUR IDEAL CLIENT



“People will forget what you said. They will forget what you did. But they will never forget how you made them feel.”

MAYA ANGELOU



First connect as people.




Communication.

Communication.


Communication.

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Response time matters.



Invite them behind
the curtain.



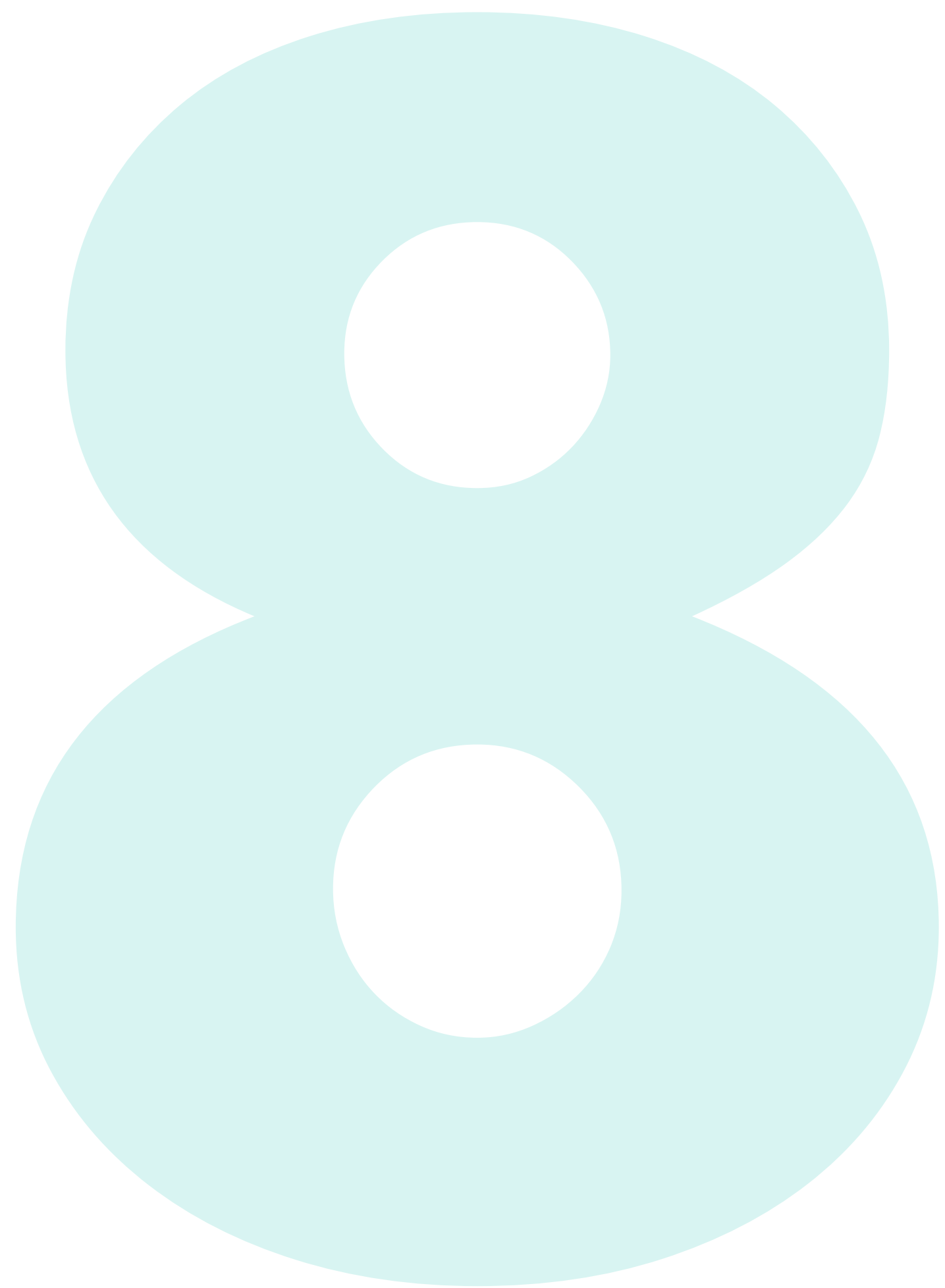
Have rules, but don't
be afraid to break them.



Anticipate and alleviate
their frustrations.

A large, light teal number '7' is positioned on the left side of the image, partially overlapping the text.

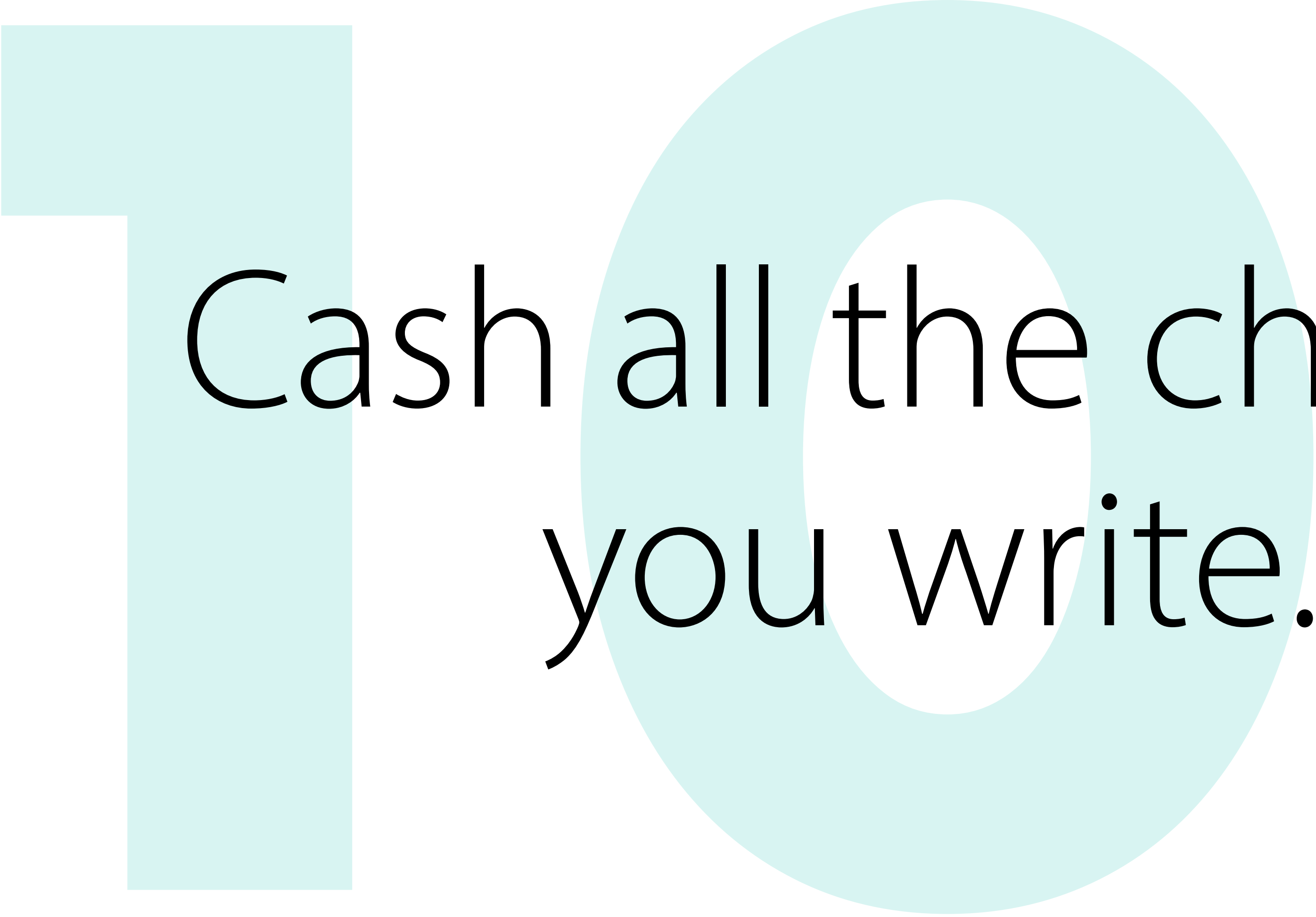
It's all in the delivery.



Listen.



Talk.



Cash all the checks
you write.

GET **REPEAT** IDEAL CLIENTS



“Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do.”

WALT DISNEY

Your best future client
is your current client.

Good testimonials
don't write themselves.

Don't be a stranger.



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