



Worksheet 158 - Initial Clients: Getting it right from the start

Today we're starting a new format on BLL.

Once a month we're going to present a training show.

Craig and I will present our thoughts on a particular phase of the Business Legal Lifecycle.

This month we're discussing **Phase 3: Initial Clients.**

BusinessLegalLifecycle.com.au



Finding your ideal client

You can't service everyone.

You need to find your niche. In order to do that concentrate on your ideal client.

To do that you can create a highly detailed biography of your ideal client.

Decide where they work, how much money they make a year and what they want from your business.

These details might seem extraneous but it will help you to target the perfect customer.

After you finish this process you will have a **highly detailed client "avatar"**.

BusinessLegalLifecycle.com.au



What are some of the personal details of your ideal client?



Engage with your clients correctly

There are a number of things you need to get right when finding your first clients.

Contracts, engagement letters and terms and conditions are just a few examples.

Engagement letters and contracts are really important to ensure you get paid.

This is especially true if you're providing products or services on credit.

Remember that these agreements have to be signed **before the sale.**

To make sure you don't run afoul of the rules get some *professional* advice from an actual lawyer.

Don't depend on standardized contracts you download off the web.



What are some of the things *you need from your clients?*

BusinessLegal : Lifecycle

Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



BusinessLegalLifecycle.com.au

