



## How would my bestest, most Ideal Client ever...

1. Value the type of work I do (design, code, writing, etc)?  
How happily do they pay for it?

2. Discern & define quality? Can they tell when my work is great, & when it's just okay?

3. Work with me? How, and when, do they give feedback?  
How much do they trust me or try to control me?

4. See my work (and me)? As instrumental to their biz, or as a necessary evil where any warm body will do?

5. BONUS: Have I ever worked with a client who fit this description? How'd it feel? How'd I find them?

