IDEAL CLIENT SELECTION CRITERIA

1. Your audience must have a big PROBLEM or burning DESIRE.
2. They must be AWARE that they have a big problem or burning desire. (Do you have the time and resources to sell the very first fax machine?)
3. They have a history of spending money to solve their problem or fulfill their desire. Past history of spending is the best indicator that they'll spend again.
4. They have the money and are ready to buy now. They are actively searching for answers to their problems and fulfillment of their desires.
5. You know how to reach them. You know where they work, where they hang out, what they read, what websites and blogs they like, what TV shows they watch, what radio stations they listen it, etc.
6. They are people you'd love working with.

Meet all six of the above criteria, and you'll position your business to maximize its potential. You can still build a good business, by meeting only four or five of the criteria, but you won't be realizing the potential of your business.