

Red Velvet Rope Policy

1. What kind of clients DON'T you want? Think about what turns you off, shuts you down, or makes you kick yourself for saying yes to a client in the first place. What kinds of people need to NOT be part of your business?

2. If you have any clients like that, list them here. These are your C-list clients. You don't have to fire them yet (unless you're ready, then by all means, DO IT), but having an awareness of who these ill-fitting clients are will help shape your policy.

3. Now flip that around. What kinds of clients are the kind you ADORE working with? What qualities, behaviors, values, and personal characteristics do they possess? If you're new, *imagine* what those people might be like.

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4. Keeping in mind your non-negotiables, who are you currently working with that best fits this description? These are your A-list clients. What can you do to keep them engaged with you? Who do you know that you'd love to add to your client list?

5. What are the positive qualities that these folks all have in common?

6. Based on this information, what are your top 5 must-have qualities (non-negotiables) for bringing new clients into your business?

7. List your middle of the road clients here. These are your "B-list" clients. What can you do to either turn them into a-listers or clear them from your client load?

Red Velvet Rope Policy – Initial Draft

In order for me to do my best work – and to honor my best clients, this is my client policy.

My best work is done with people who:

I do my best work when I:

Therefore, I cannot accept clients who:

And I will not work under these conditions: