

Realign your mindset, structure and culture to make advisory work.

Analyse Clients Workbook

This exercise is designed to help you step back and objectively assess your current client base, so you can make clearer, more strategic decisions about who you serve and why.

At its core, this isn't just about reviewing clients — it's about identifying where your business is working best, where it's not, and how to intentionally shape your future client mix.

Step 1 – Rate your current clients

Complete Exercise 1 - to assess your clients according to profitability, enjoyment and their alignment with your values. Nominate a final rating from A, B, C or D.

Step 2 – Assess your current clients

Building on from Exercise 1, now **complete Exercise 2** - to unearth further characteristics and details about your client base. It's recommended to recreate our template in an Excel document to provide you with more flexibility with data entry.

Step 3 – Analyse your clients

Analyse your completed **Exercise 2** - with a goal of identifying your ideal client types and determining also your non-ideal clients types. The 80/20 rule can assist you in your analysis.

Step 4 – Find patterns of common characteristics to form potential segments

From your data entry, can you notice any common characteristics among your clients?

- Is there any correlation between the revenue they provide and the joy you get from working with certain clients?
- Do they have common problems / needs?
- Do they reflect 3 or 4 stages in business? for e.g. start up, growth, maturing, selling
- Do they reflect 3 or 4 stages in life; reflective of their age or financial situation?
- Do some reflect your business values and others not so?
- Do you commonly service the same industries; for e.g. healthcare, education and not-for-profit sectors?
- Do you service distinct clients based on their location? International, local, CBD, rural

Step 5 – Highlight the client groups that you have found to be successful

Take note of which clients you WANT to continue servicing - and why.

Step 6 – Highlight the client groups that you have found to be unsuccessful

Take note of which clients you DO NOT want to continue servicing - and why.

Step 7 – Summarise your notes for your Strategic Plan

Complete Exercise 3 - to refer back to later.



Exercise #3

Client assessment summary

Summarise your findings

Once you've plotted the information in your table:

- Look for common traits (learnings), such as: common industries, services utilised, etc.
- Ask yourself - 'are there certain clients you prefer working with over others?'
- Which clients don't provide great value to your business?
- Ask yourself - 'how would you like to see your current client base evolve and which type of clients do you want to attract more of going forward?'

Take out notes for your Strategic Plan (Specifically Module 3 – Lesson 1 Target Clients)