

What is the Dollar Value of that New Client?

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Tips for Calculating the Value of New Clients



New business is always nice - but, not every new client is worth taking.

There are **TROUBLESOME CLIENTS** who skip out on bills and dispute every move you make. And, we can't forget **LOW RETURN CLIENTS** who are high-maintenance and a waste of time and energy.

This is why understanding the **real value of a new client** is so important. **Your time and money are on the line!**

Before you commit to a new matter, use the following guide to help you calculate a new client's value.

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- **How much revenue would you likely produce from working with this new client?**
- **Would this client's matter broaden your expertise in a way that you can leverage in future marketing campaigns?**
- **Would working with this client help boost your credibility and reputation?**
- **Does the new client have potential to generate repeat business? What about referrals?**

The next time you are presented with a business development opportunity, sit down and **calculate the dollar value** of a new client.

Ask yourself if it's worth investing the time in marketing your service to that person.

Understanding a new client's worth is substantial and it could be the key to the lifelong success of your practice!

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