

Ideal Client Profile- Jane



Jane is my favorite client because she allows us to do our job, be creative, and is not afraid to try things she would never do herself. She's a risk-taker. She has a great budget and is willing to splurge on fun things like lighting, wallpaper, and funky furnishings. Sometimes we go shopping together for unique items like antiques.

She's 48, happily married to Tom with two grown girls in college. She works very hard at her job and takes her marketing career seriously. She's funny, relaxed, liberal, a little punchy, likes a glass of wine with lunch, and travels often. She's very well dressed and

likes to shop at Anthropologie and Nordstrom when she has time. Otherwise she uses a fashion delivery service that helps her look stylish without taking a lot of her time.

We met at a professional women's luncheon. Jane is active in several groups in town including some non-profit, political, and business groups. She reads a lot and has a column in the local magazine.

Jane is well-known and well liked in town. She has a close-knit group of women she has been friends with for many years. She and her husband like to entertain often. They love to cook together and make really good food that makes their friends green with envy. Jane prefers instagram and doesn't use Facebook very much.

Jane lives in a classic colonial home that just hasn't seen any updates in a while and feels like the whole thing needs an overhaul. But Jane is overwhelmed because of her work and social schedule. She desperately needs help but doesn't want to rush it. We'll start with her kitchen, then move onto the rest of the home. She wants to invest in nice things that will stand the test of time but doesn't want her house to make her feel old. She wants it to reflect their family and their youthful personalities. Her husband is friendly and involved in the design process but most of the communication is with her.

Jane and her husband Tom chose to work with me for my personality, formal design process, and love for mixing modern design with antiques. She felt like she could trust me with her ideas and help them come to life.

She recognized me as a professional and respects the terms I set forth in my business. She's direct about her needs and wants and isn't afraid to ask questions for clarity. She's flexible and understands that good things take time and isn't interested in "fast design". Jane never shops our products online looking for a better "deal". Jane always pays her invoices on time without question. She quickly responds to emails and always pick up the phone when I call.

She liberally shares my name with her friends and colleagues. She's a natural evangelist for my work.

My biggest challenge with Jane is I can't keep up with the projects she wants to work on. :)