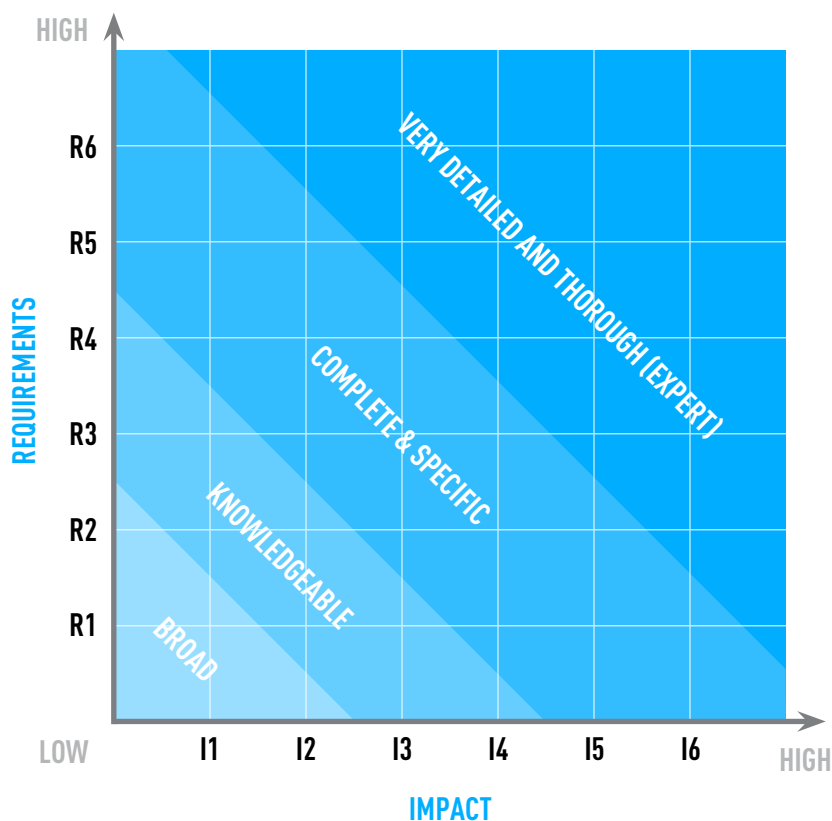


LEVEL OF CLIENT DEFINITION



TEST #1

Use this worksheet to help determine how knowledgeable, how thorough and the amount of information you should acquire about your client. Completing all 3 tests will help you evaluate the suggested level of client definition, determined by the potential impact your business could have on you.

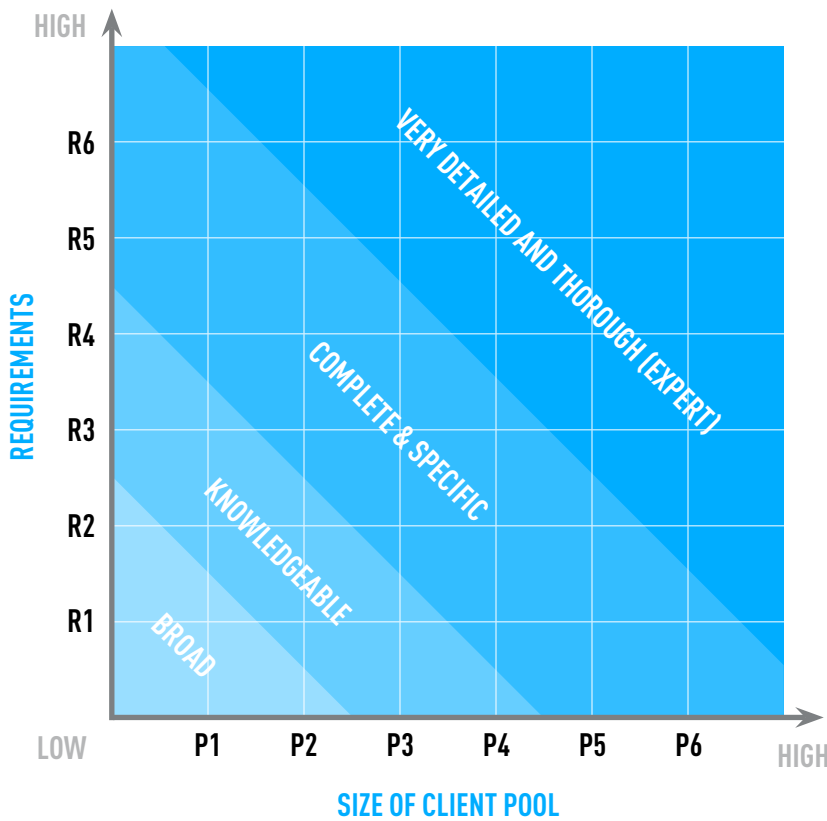
REQUIREMENTS

	LOW					HIGH
TIME	1	2	3	4	5	6
ENERGY	1	2	3	4	5	6
KNOWLEDGE	1	2	3	4	5	6
MONEY	1	2	3	4	5	6
RESOURCES	1	2	3	4	5	6
TOTAL POINTS	5-9	10-14	15-19	20-24	25-27	30-36
	R1	R2	R3	R4	R5	R6

IMPACT

	LOW					HIGH
ON ME (MENTALLY AND PHYSICALLY)	1	2	3	4	5	6
ON MY FAMILY	1	2	3	4	5	6
ON MY LIFE	1	2	3	4	5	6
ON MY REPUTATION	1	2	3	4	5	6
ON MY CAREER	1	2	3	4	5	6
TOTAL POINTS	5-9	10-14	15-19	20-24	25-27	30-36
	I1	I2	I3	I4	I5	I6

LEVEL OF CLIENT DEFINITION



TEST #2

Use this worksheet to help determine how knowledgeable, how thorough and the amount of information you should acquire about your client. Completing all 3 tests will help you evaluate the suggested level of client definition, determined by the potential impact your business could have on you.

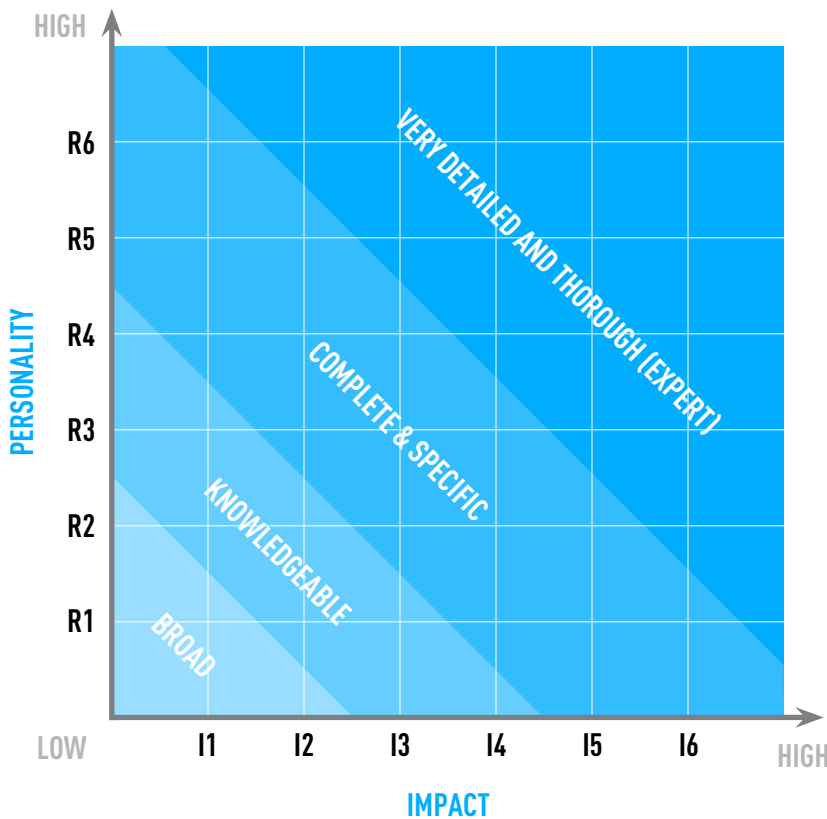
REQUIREMENTS

	LOW					HIGH
TIME	1	2	3	4	5	6
ENERGY	1	2	3	4	5	6
KNOWLEDGE	1	2	3	4	5	6
MONEY	1	2	3	4	5	6
RESOURCES	1	2	3	4	5	6
TOTAL POINTS	5-9	10-14	15-19	20-24	25-27	30-36
	R1	R2	R3	R4	R5	R6

SIZE OF CLIENT POOL

	LOW					HIGH
NUMBER OF TOTAL CLIENTS	1	2	3	4	5	6
AMOUNT OF DIRECT COMPETITORS	1	2	3	4	5	6
AMOUNT OF INDIRECT COMPETITORS	1	2	3	4	5	6
CONCENTRATION OF CLIENTS	1	2	3	4	5	6
AMOUNT OF EDUCATION REQUIRED	1	2	3	4	5	6
TOTAL POINTS	5-9	10-14	15-19	20-24	25-27	30-36
	P1	P2	P3	P4	P5	P6

LEVEL OF CLIENT DEFINITION



TEST #3

Use this worksheet to help determine how knowledgeable, how thorough and the amount of information you should acquire about your client. Completing all 3 tests will help you evaluate the suggested level of client definition, determined by the potential impact your business could have on you.

PERSONALITY

	LOW					HIGH
MARKET RESEARCH	1	2	3	4	5	6
LEVEL OF DETAIL	1	2	3	4	5	6
LEVEL OF CONTROL	1	2	3	4	5	6
RISK TOLLERANCE	1	2	3	4	5	6
ACTION ORIENTED	1	2	3	4	5	6
TOTAL POINTS	5-9	10-14	15-19	20-24	25-27	30-36
	R1	R2	R3	R4	R5	R6

IMPACT

	LOW					HIGH
ON ME (MENTALLY AND PHYSICALLY)	1	2	3	4	5	6
ON MY FAMILY	1	2	3	4	5	6
ON MY LIFE	1	2	3	4	5	6
ON MY REPUTATION	1	2	3	4	5	6
ON MY CAREER	1	2	3	4	5	6
TOTAL POINTS	5-9	10-14	15-19	20-24	25-27	30-36
	I1	I2	I3	I4	I5	I6