

Diana's Ideal Prospective Client Checklist

**Tick the checkbox if the answer is YES.
The more checkboxes you tick, the better the client.**

Does your prospective client ...	Tick for YES
Appreciate value and doesn't preoccupy too much with price?	
Trust your judgment and doesn't try to micromanage you?	
Have a clear idea what they want, incl. project goals and expected results?	
Stand firmly on their decision to hire a freelancer for their project?	
Answer questions about their business and project?	
Agree to pay upfront payments?	
Strike you as a person with whom you'd enjoy working?	

If you work on Upwork (oDesk) or Elance, here are some more points for your checklist.

Does your prospective client on Upwork (oDesk) or Elance ...	Tick for YES
Have a verified payment method on the freelance job board?	
Agree to fund milestone payments before you start working on their project?	
Have a low ratio of published jobs / hired freelancers? *	
Have many positive reviews from freelancers?	
Takes their time to hire a freelancer for their job post? **	
Have big enough budget to hire you? ***	
Offer a company background in the job post?	
List enough details about the freelancer's responsibilities and role in the project?	
Ask any questions in their job post to filter low-quality freelancers and spam?	

**Don't be afraid to add questions to this checklist
as a result of red flags noticed during the course of your practice.
Always make sure your prospects fit your requirements for a good client.**

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* To answer the question if your prospective client has a low ratio of published jobs / hired freelancers, know this - the lower the ratio, the better the client. If the potential client has published many job posts (including republished ones), but has hired just a handful of freelancers—then, this client would be more likely to pay a higher pay rate as long as you have a proven track record on or off the freelance job board and more importantly, you are a good specialist in your field.

** To answer the question if your prospective client is in a hurry to hire a freelancer for their job post, look when the job post was published and if there are any active interviews. If it is published a day ago and there already are ten interviews, this means the freelance client is in a hurry to hire someone. If the job post is published for days and there are still no active interviews, this means the freelance client is taking their time to filter candidates and gather resumes.

*** To answer the question if your prospective client has big enough budget to hire you, look at the price of the contractors who have applied and/or are being interviewed for the project. For example, if the client interviews a few freelancers at a higher than average rate, they are most probably looking for quality. If the client interviews most of the applicants at a significantly lower than the average rate, they most probably are on a tight budget and have their costs as their top priority.



Learn more about me

Born and raised in a small country in Eastern Europe, today I fully enjoy the freelance lifestyle. I wear many hats—freelance marketing consultant, blogger, freelance mentor, start-up enthusiast, but above all —traveler by heart.

What I love most about freelancing is the opportunity to be the master of my own time and life. I strongly believe everybody deserves the chance to live their dream life. That's why I write books, run a blog, and dedicate a significant portion of my time to helping fellow freelancers succeed.

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