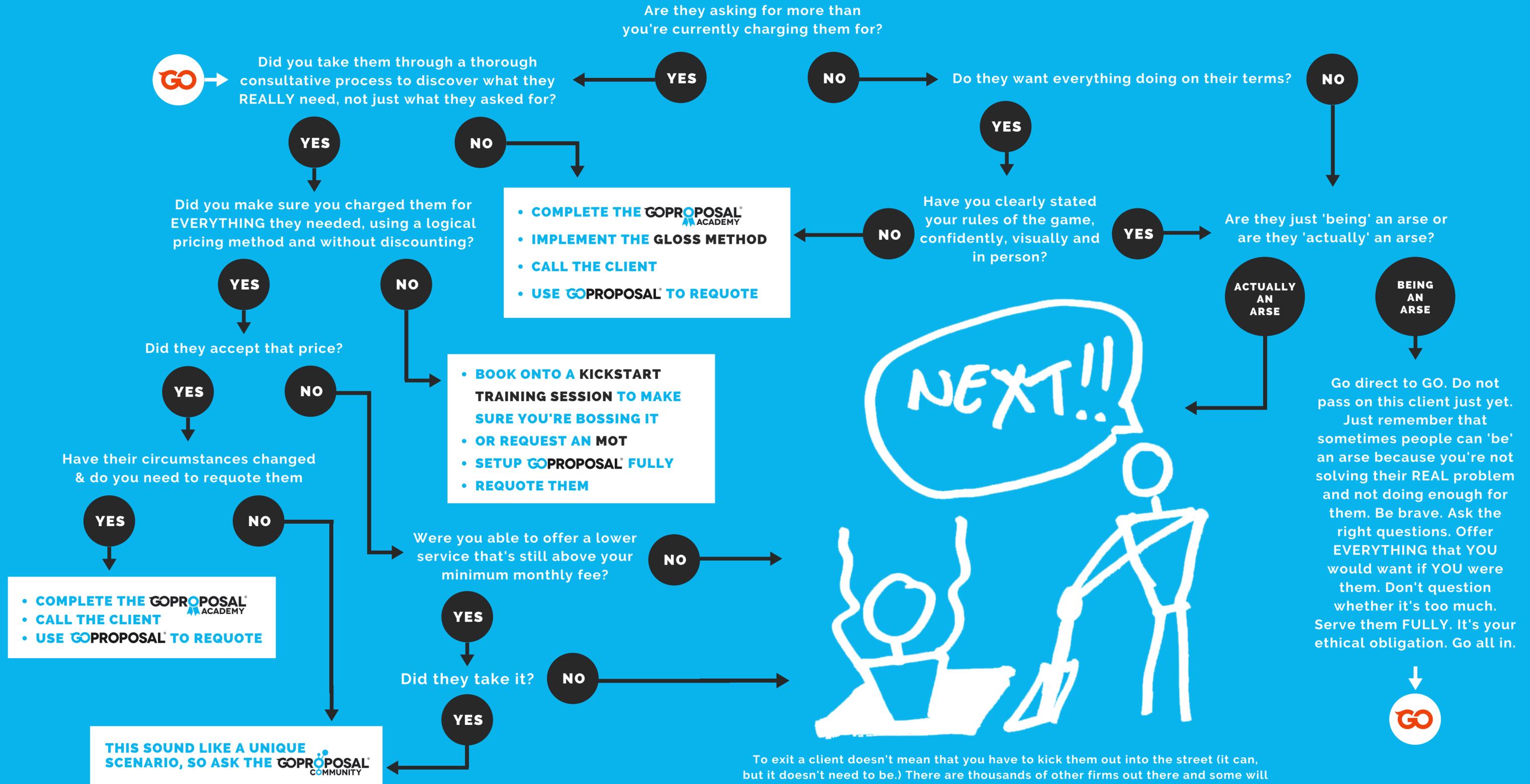


"Everything you've ever wanted, is just on the other side of the decision you're afraid to make."

# IS THIS REALLY A BAD CLIENT?

How to know whether this is truly a bad client or potentially a good client, that you've just allowed to be, or even turned bad.

"Always remember. Some will. Some won't. So what? Someone's waiting."



To exit a client doesn't mean that you have to kick them out into the street (it can, but it doesn't need to be.) There are thousands of other firms out there and some will be more suited to them than you. They will be OK. You could even refer them.

