

Client Types

We're not trying to put you in a box or anything, but it does help the coach work better with you he/she knows the 'type' of person you are, using the following as a guide. Feel free to combine them, i.e., "I'm an entrepreneur who is supersensitive and creative."

- ▶ The Accomplished (financially secure, successful, made it)
- ▶ The Administrator (program, health care, project)
- ▶ The Adult with ADD (scattered, overwhelmed, can't focus)
- ▶ The African-American Client
- ▶ The Arrogant (high ego, thinks they know, doesn't listen)
- ▶ The Athlete (team sports, individual sports)
- ▶ The Baby Boomer
- ▶ The Case (everything's a problem, creates friction)
- ▶ The Chaser (thinks current thing is answer, butterfly, desperate)
- ▶ The Christian Conservative (evangelical, fundamental)
- ▶ The Clueless (unaware of self, others, life)
- ▶ The Coach (personal, business coaching)
- ▶ The Consultant (small business, marketing, expert)
- ▶ The Corporation (25,000,000+ in sales)
- ▶ The Counselor (therapist, advisor)
- ▶ The Creative (artist, writer, designer, experimenter)
- ▶ The Dentist (DDS)
- ▶ The Dissatisfied (never enough, whiner, critical)
- ▶ The Doormat (weak boundaries, low self-esteem, attracts problems)
- ▶ The Engineer (engineer, scientist, programmer)
- ▶ The Entrepreneur (driven, deal-maker, money-oriented, self-motivated, creative)
- ▶ The Evolved (at choice, over themselves, very aware, highly respectful of life)
- ▶ The Family Business Owners, Shareholders
- ▶ The French/French-Canadian
- ▶ The Gay/Lesbian (gay, lesbian, bisexual)
- ▶ The Gen Xer
- ▶ The Gen Yer
- ▶ The Genius (highly intelligent, inventive, ahead)
- ▶ The Head Case (shoulders up thinker, automaton, no heart)
- ▶ The Leader (CEO, executive, director, politician)
- ▶ The Lost (confused, uncertain, no clear path)
- ▶ The Manager (supervisor, the leader, manager)
- ▶ The Micro Business (\$100,000-\$1,000,000 sales)
- ▶ The Military Transitioner
- ▶ The Network Marketer (way, Excel, MLM)
- ▶ The New Age (metaphysical, energy, meditation)
- ▶ The Not-for-Profit Professional, Director
- ▶ The Performer (actor, dancer, singer)
- ▶ The Physician (MD, DO)
- ▶ The Ready-To-Retire (50s or 60s)
- ▶ The Rebuilder (recovering from \$ loss, spouse, depression)
- ▶ The Recently Divorced (transitional, creating a new life, socializing, dating)
- ▶ The Religious Professional (minister, priest, rabbi)
- ▶ The Resister (resists learning new things, rigid)
- ▶ The Restorative (12-step, recovery, difficult childhood)
- ▶ The Retired (financially secure, done with previous life)
- ▶ The Retired Professional (talented, experienced, open)
- ▶ The Sales Professional (Realtor, insurance agent, outside sales)
- ▶ The School Teacher/Professor
- ▶ The Searcher (new age, dilettante, hopeful)
- ▶ The Services Professional (attorney, accountant)
- ▶ The Single and Looking (single, seeking a relationship, spouse)
- ▶ The Single Parent (mother, father)
- ▶ The Slacker (unmotivated, casual, disconnected)
- ▶ The Small Manufacturing Business (\$1,000,000 - \$10,000,000 in sales)
- ▶ The Small Retail Business (\$500,000 - \$3,000,000 in sales)
- ▶ The Small Service Business (\$50,000 - \$1,000,000 in sales)
- ▶ The Stressed Client (short on time, money, space)
- ▶ The Striver (pushes self, compelled, future-oriented)
- ▶ The Stuck (unhappy with current career life, but....)
- ▶ The Super Sensitive (highly sensitive, thin-skinned, reactive)
- ▶ The Super Star (high performer, high goals)
- ▶ The Teenager (13-19, with a dream or without)
- ▶ The Trade Professionals (construction, plumbing, carpentry)
- ▶ The Trainer (trainer, speaker, presenter)
- ▶ The Transitioner (job change, career change, lifestyle change)
- ▶ The Turnaround (nearly bankrupt, sinking fast)
- ▶ The Unconventional (contrarians, experimenters, early adopters)
- ▶ The Yuppie (30s 40s, reasonably affluent)

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