

IDEAL CLIENT *Fitment* QUALIFICATION

ArchDesign Studio Owner's CHECKLIST



@ARCHSCALE
GUILD

FITMENT: ASSESS LEVEL OF ALIGNMENT, INTENT, COMMITMENT & URGENCY

When to use: Before Discovery Call / During First Call / Before Proposal

How to use: Tick Where applicable → Count Score → Decide: Proceed / Caution / Reject

SECTION 1: ALIGNMENT (PROJECT - PASSION FIT)

Project aligns with your portfolio direction, niche & has opportunity for visibility & growth.
Project size and scope are what you do passionately and are within your ideal range.
Client expectations match your working style & not a “force-fit” project just for revenue.
Appreciates design impact (not just cost) & open to expert recommendations

SECTION 2: BUDGET (PROJECT SCOPE - PAYING WILLINGNESS/ CAPACITY FIT)

Scope allows you to deliver quality work (not compromised)
Budget is discussed or acknowledged and aligns with your project delivery estimation

SECTION 3: AUTHORITY (DECISION MAKER IDENTIFY/ DIRECTLY CONNECT)

You are speaking directly with the final decision maker
If multiple stakeholders are involved, the decision hierarchy is clear & early involvement.
No “I’ll check with someone else later” ambiguity
Payment authority is clear and realistic

SECTION 4: AWARENESS (PROCESSES, DELIVERABLES, COMPETITION, ETC.)

Client understands or not the distinction between design and design + execution value.
Whether the client asks about the process, approach, or thinking
Client might be aware of competitors and the service offerings in this domain

SECTION 5: NEED (HAVE SPECIFIC PAINS/PLANS THAT YOUR SOLUTION SOLVES)?

Client has a clearly defined project type (e.g., home, office, retail, etc.).
Do they have a clear problem, vision, or outcome they want to achieve?
Strong need expressed (it creates momentum; weak need results in endless discussions).
Are you able to distinctly identify

SECTION 6: TIMELINE SERIOUSNESS

Project has a defined start timeline (0–3 months ideal)
Client has urgency (not just “exploring ideas”)
Dependencies (loan, approvals, etc.) are already in progress
Client is willing to commit to timelines
No vague “someday” intent

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