

# The 75 Point Designer's Checklist on How to Attract, Win & Keep Clients

## ATTRACTING THE CLIENT

- ☐ Be you
- ☐ [Find your differentiation](#)
- ☐ An attitude of excellence
- ☐ Get clients from [Dribbble](#)
- ☐ Get clients from [Folyo](#)
- ☐ Get clients from [Authentic Jobs](#)
- ☐ Get clients from [Behance](#)
- ☐ Get clients from [Juiliicy](#)
- ☐ Get clients from [Inbound](#)
- ☐ Get clients from [LinkedIn](#)
- ☐ Get clients from [Thumbtack](#)
- ☐ Have jobs emailed from [Workshop](#)
- ☐ Have jobs emailed from [Working Nomads](#)
- ☐ Build relationships
- ☐ Limit portfolio - quality over quantity
- ☐ Use a scheduling service like [Calendly](#)
- ☐ Share your personal story
- ☐ Share your design background
- ☐ Show the "behind the scenes"
- ☐ Explain your [creative process](#)
- ☐ Keep your contact form limited
- ☐ Learn SEO
- ☐ Learn [conversion-centered design](#)
- ☐ Set up [Google My Business listing](#)
- ☐ Start a blog
- ☐ Start a Youtube channel
- ☐ Write an eBook

## WINNING THE CLIENT

- ☐ Make a good first impression
- ☐ [Phone converts better than email](#)
- ☐ Research the business pre-convo
- ☐ Write down questions pre-convo
- ☐ Listen way more than you talk
- ☐ Discover what makes them "tick"
- ☐ Ask thought-provoking questions
- ☐ [Slow down](#) when you talk
- ☐ Reiterate what they have said
- ☐ Give initial ideas for the project
- ☐ Show confidence
- ☐ Stay humble

- ☐ [Have empathy](#)
- ☐ Show them you (actually) care
- ☐ [Avoid design jargon](#)
- ☐ Discover commonalities to help connect
- ☐ Communicate your entire design process
- ☐ Communicate value
- ☐ Determine the [worth of the project](#)
- ☐ Confidently give your rate
- ☐ Convey payment method
- ☐ Give a reasonable turnaround time
- ☐ Convey all deliverables that are provided
- ☐ [Set project expectations](#)
- ☐ Show that you're excited
- ☐ Ask if they have questions
- ☐ Ask if they would like to move forward
- ☐ Send questionnaire to delve deeper
- ☐ [Follow-up](#)
- ☐ 2nd Follow-up (if need be)
- ☐ Email some of your best design work
- ☐ Send client references
- ☐ Send [perfect client testimonials](#)
- ☐ Give relevant case studies

## KEEPING THE CLIENT

- ☐ ["Thank you" goes a long way](#)
- ☐ "How can I help?" goes a long way
- ☐ Reply quickly
- ☐ [Keep your promises](#)
- ☐ Go beyond the call
- ☐ Admit when you're wrong
- ☐ Understand their goals
- ☐ Stay focused on their goals
- ☐ Clearly present your other services
- ☐ Communicate your availability
- ☐ Don't be overbearing
- ☐ [Don't be pushy](#)
- ☐ Spread the word about their brand
- ☐ Follow-up to ask how things are going
- ☐ Reach out on a holiday or end of year

