

75 POINT DESIGNER'S CHECKLIST

How to Attract, Win & Keep Clients

ATTRACTING THE CLIENT

- Be you
- [Find your differentiation](#)
- Have an attitude of excellence
- Get clients from [Remote.co](#)
- Get clients from [Authentic Jobs](#)
- Get clients from [Dribbble](#)
- Get clients from [SolidGigs](#)
- Get clients from [Juiicy](#)
- Get clients from [Inbound](#)
- Get clients from [LinkedIn Jobs](#)
- Get clients from [Thumbtack](#)
- Have jobs emailed from [Workshop](#)
- Have jobs emailed from [Working Nomads](#)
- Find more [qualified design leads](#)
- Limit portfolio - quality over quantity
- Use a scheduling service like [Calendly](#)
- Share your personal story
- 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](#)
- [Become an "Award-Winning" designer](#)
- Use [InVision](#) to present mood boards to clients
- Get featured on [LogoLounge](#)
- Get featured on [Logoinspirations](#)
- Get featured on [Logos.ai](#)
- Be a mentor on [RookieUp](#)
- Start a blog
- Start a podcast
- 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

- Give initial ideas for the project
- Stay humble
- [Have empathy](#)
- Show them you (actually) care
- [Avoid design jargon](#)
- Discover commonalities to help connect
- Communicate your 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 pushy](#)
- Spread the word about their brand
- Check in to see how things are going
- Reach out after a holiday

