

# How to be a GREAT Client

## Understand

Nothing takes **5 minutes**. In other words: everything takes time.

## More work= More \$

We do LOVE what we do, but we don't love it that much. So when you are asking us to go above and beyond (last minute or not), understand why you need to pay us for it, as you would when working with any other professional.

## Decisions

You can take a while to decide, but once you have, own it. If you must change your mind, understand and appreciate the implications of that.

## What, not how

Tell us what you'd like to convey, not how to convey it. For instance: "I'd like the design to feel happy," not "make it yellow."

## She said, he said

Good design is not done by committees. It is done by good designers.

## \$\$\$

Pay invoices on time & online. And if you can't, tell us why, and just let us know when to expect payment.

## I want this...

Know what you want. The clearer you are, the stronger our solution will be.

## Sign here

We need a contract to protect ourselves. It's not personal, just business. And you should read it before you sign it.

## Trust

Dear client: TRUST US.

## Final

"Final" means just that. Once a project is approved, we shift into production mode.

Please let us know how we can do better