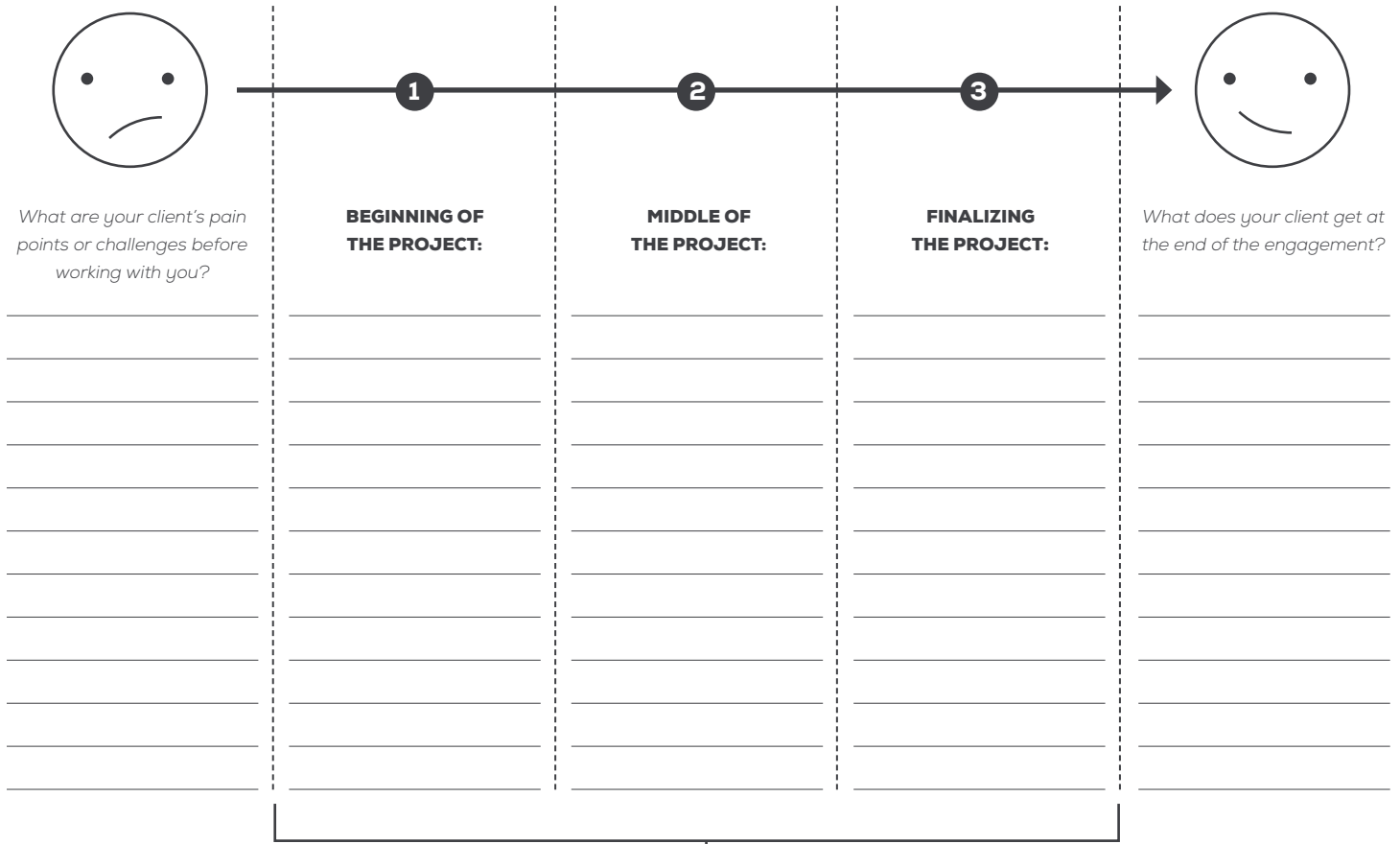


The Steps You Always Take

Regardless of how clients hire or buy from you, what can they always expect when they work with you? Can you list out the steps you always take as a creative expert? What does this start-to-finish approach look like? Get specific!

HOW WOULD YOU EXPLAIN THE LIFE OF A PROJECT TO YOUR DREAM CLIENT?



BONUS: TRY USING METAPHORS TO HELP DEFINE THE STEPS OF YOUR PROCESS.

NOW LET'S SIMPLIFY IT - if you had to sum it up for a client what are the steps you always take? Try filling out this simple list:

1. **FIRST I / WE** _____
2. **THEN** _____
3. **THEN** _____
4. **THEN** _____
5. **AND FINALLY I / WE** _____