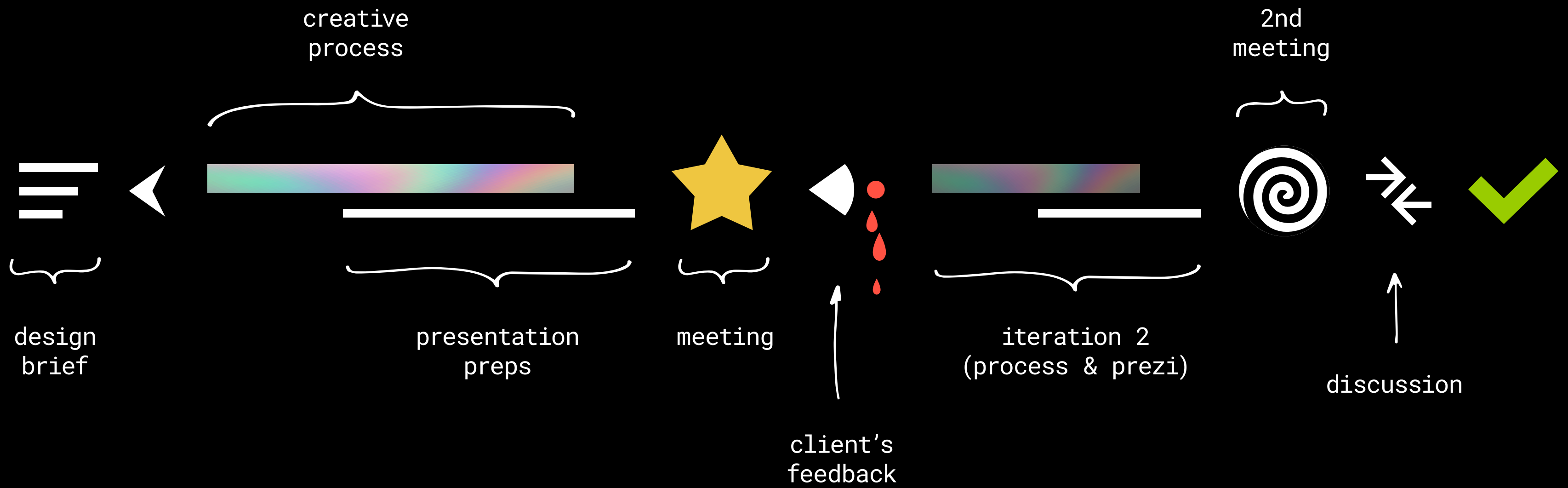
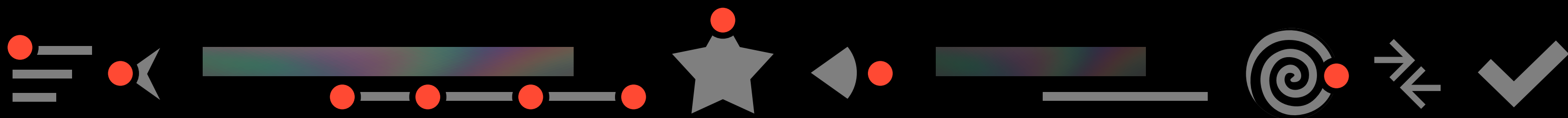


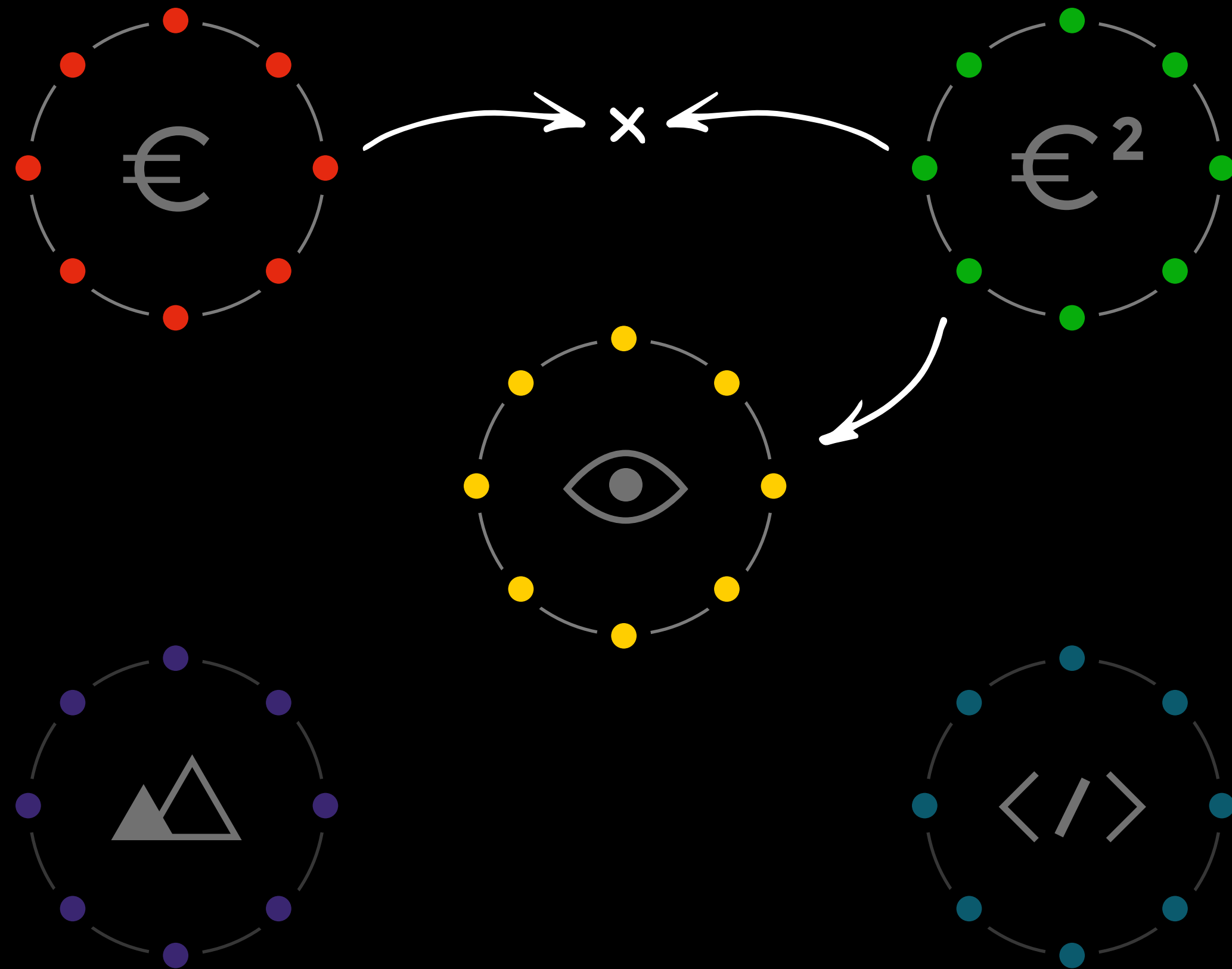
**You're allowed to talk
to clients - use it!**

@IraNezhynska | @ChimeraPrimeAS | #dribbblemeetup

How we work







Mentioned masterclass
by Fjord Berlin →



TACTIC 1

Write the brief together

Elevator pitch

(perfect for Landing pages)

(product name) is a _____
(category) for _____
(audience) .

Our _____
(main feature) makes it easy to _____
(audience's primary goal) . We want

to change the way _____
(audience) _____
(their primary task) and _____
(secondary task/goal) .

6 → Let's imagine, your IDEAL client needs mentor - to help them to grow and become better founder/manager/owner. Who would they like to be mentored by?*

Choose as many as you like



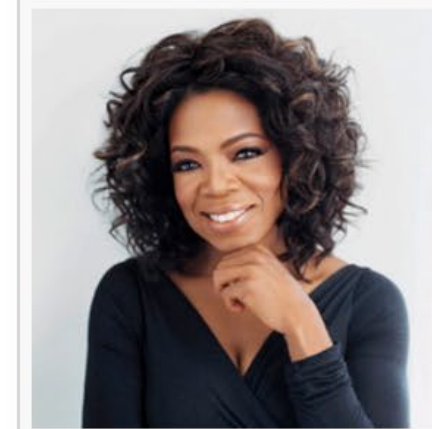
A Thor



B Gandalf



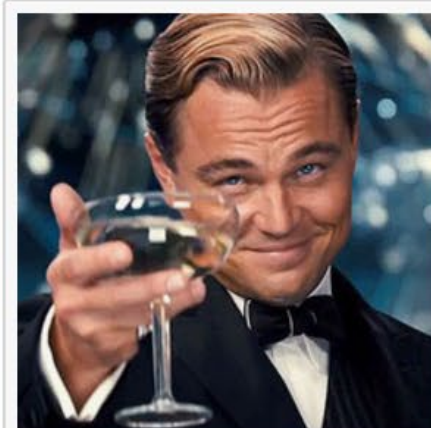
C Sherlock Holmes



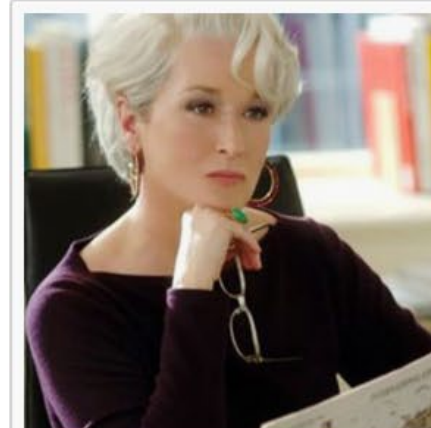
D Oprah Winfrey



E Steve Jobs



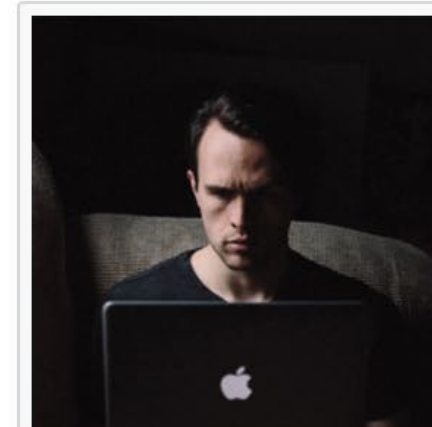
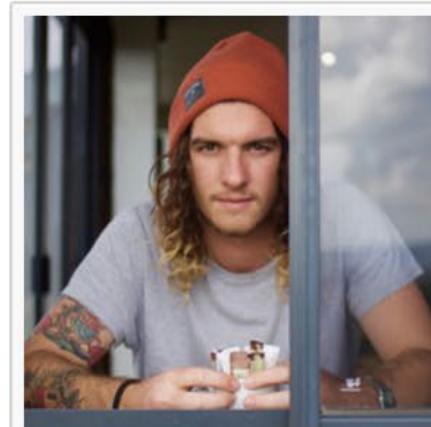
F Gatsby

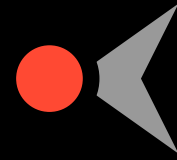


G Miranda Priestly from Devil wears prada



H Indiana Jones





TACTIC 2

Set expectations

What? When?

Why this scope?



TACTIC 3

Start with research

Current state analysis

Competitors analysis

Similar products
(beyond those mentioned by client)



TACTIC 4

Show the origin of idea

What is the background?

What was the inspiration?

Co-working spaces Offices Conference centers Education centers

steady accessible reliable sleek smooth

fast comfortable lightweight white-labeled

wires glass transparency structure

transformation links swiss style ecosystem



STEP 1

Brand personality traits

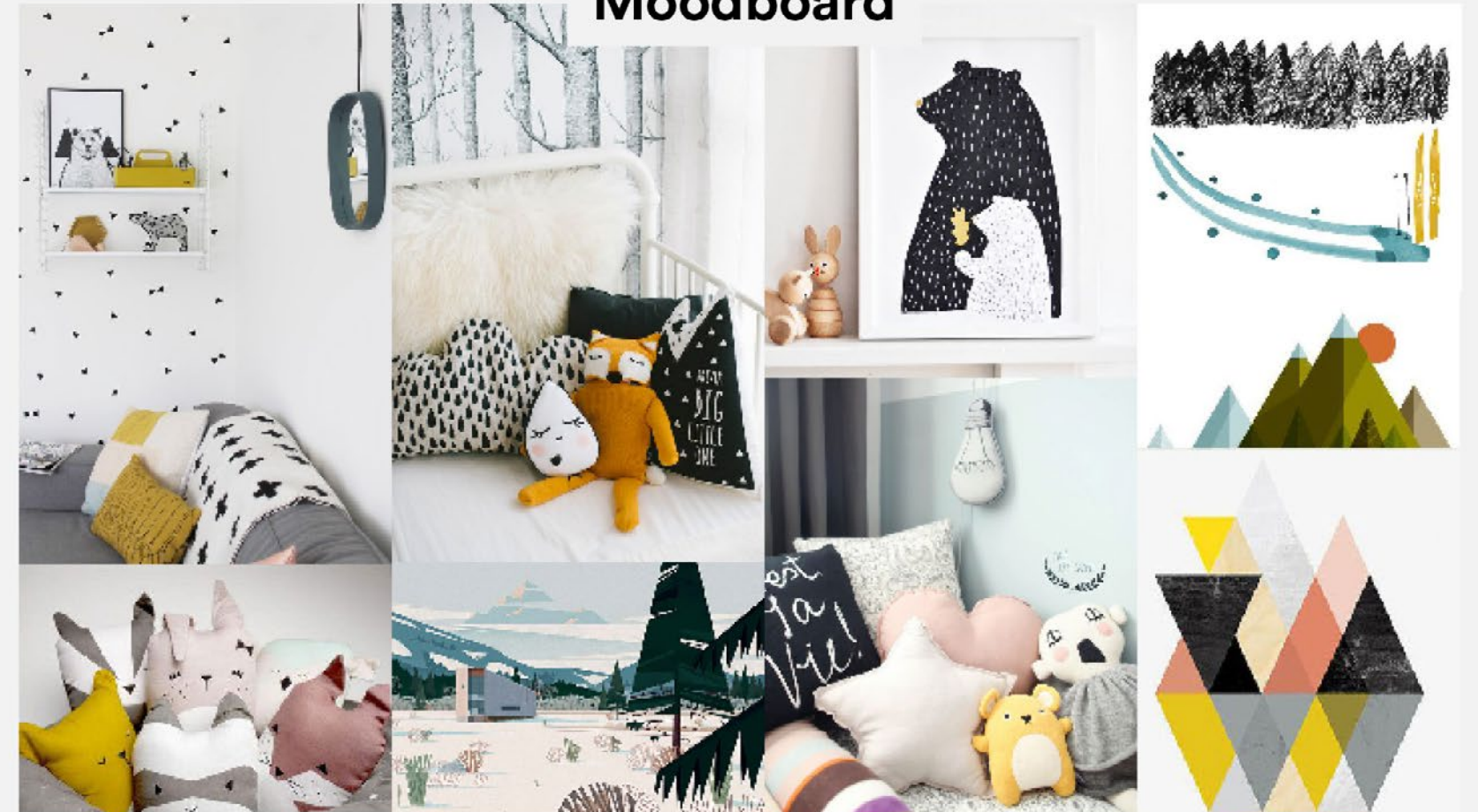
young — cosy — casual — bright — friendly

playful — fun — happy

reliable — introvert

STEP 2

Moodboard



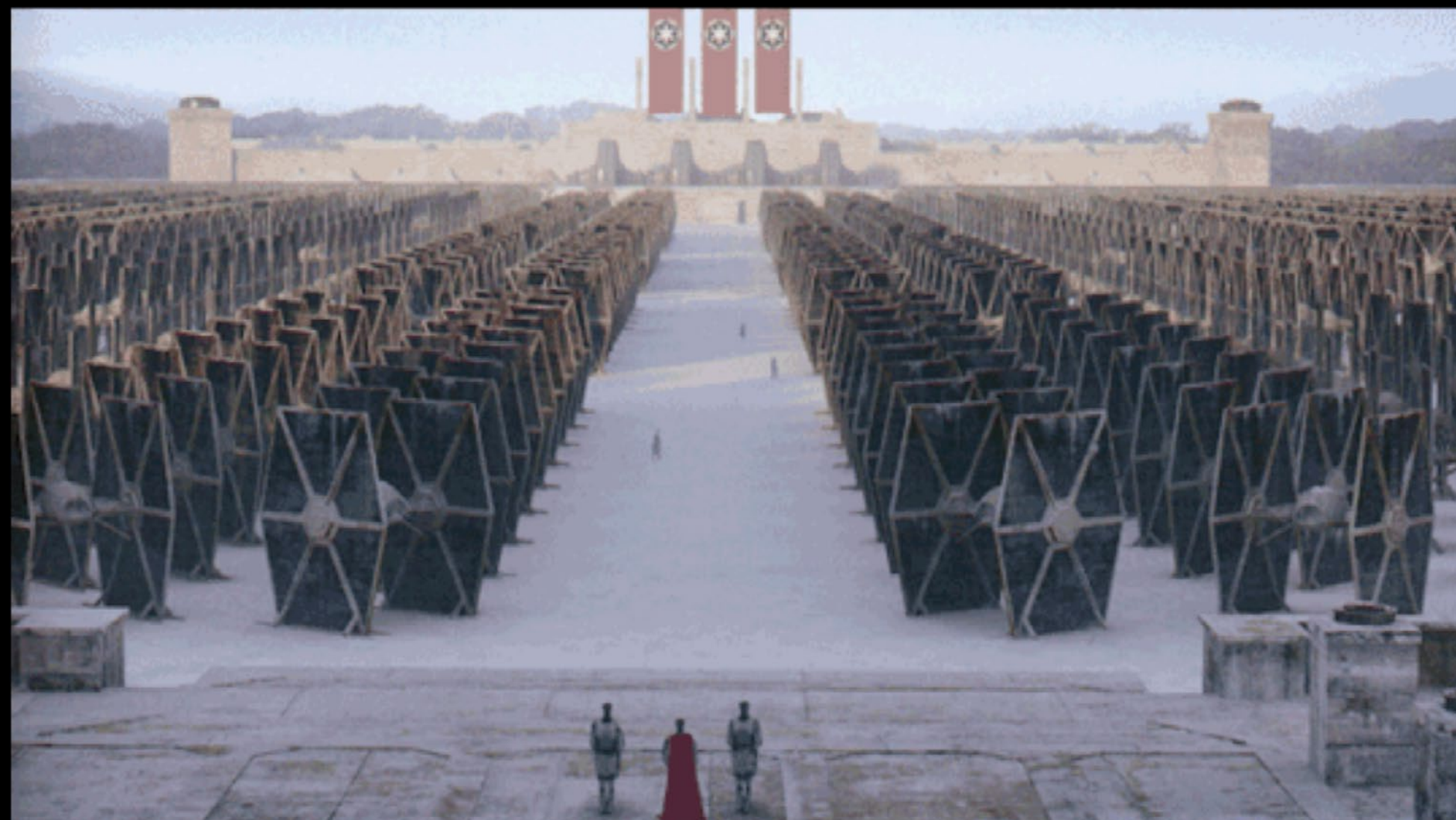
STEAL old stuff

must read →

AUSTIN KLEON

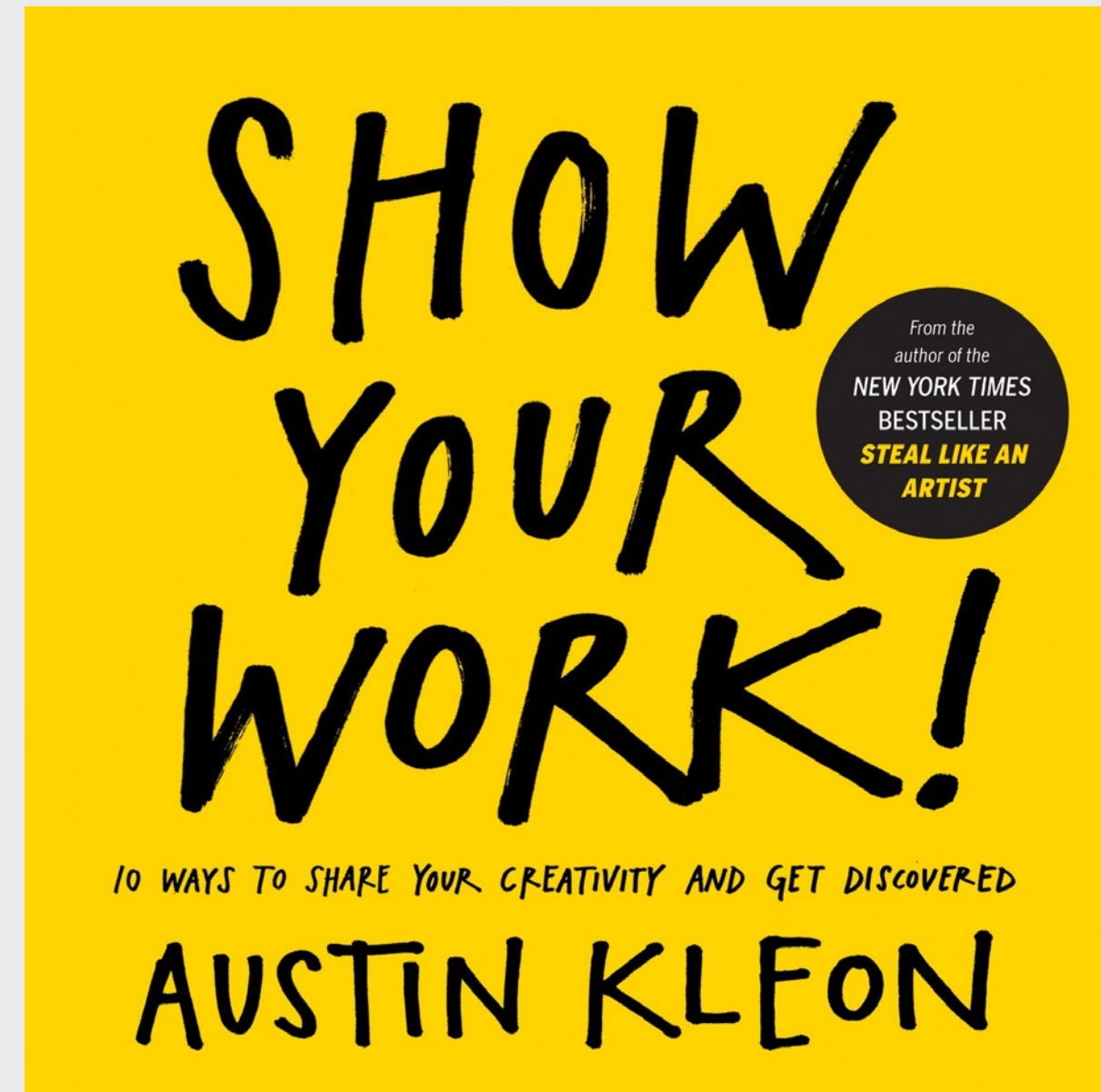
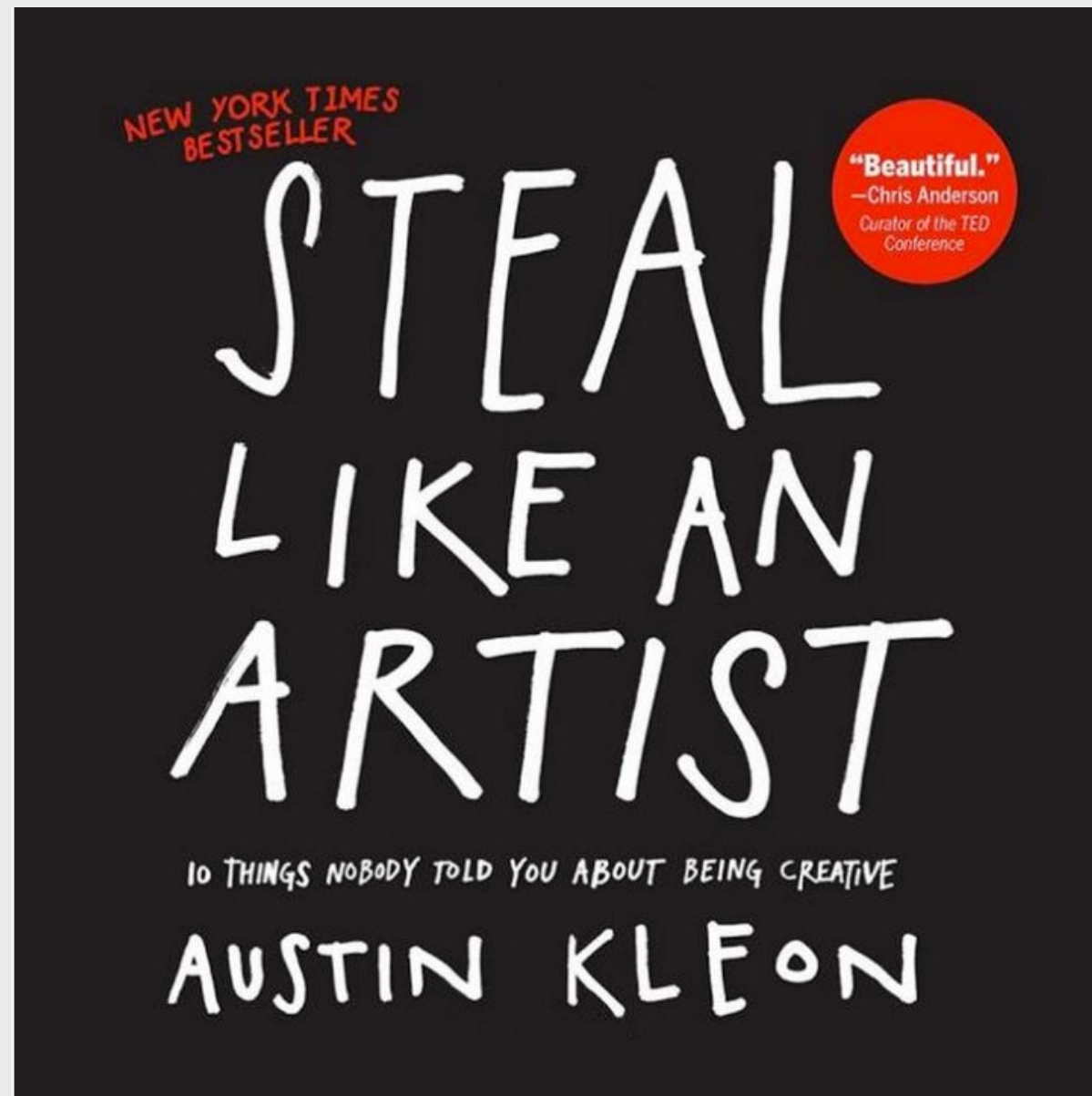


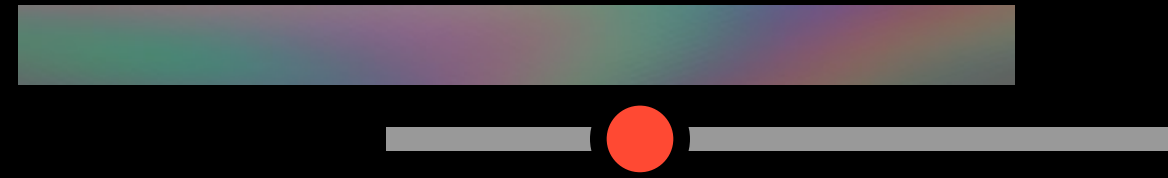
Austin Kleon's
newsletter →



FROM NEWSLETTER
OF AUSTIN KLEON

For your “to-read-in-2017” list:





TACTIC 5

Order your concepts

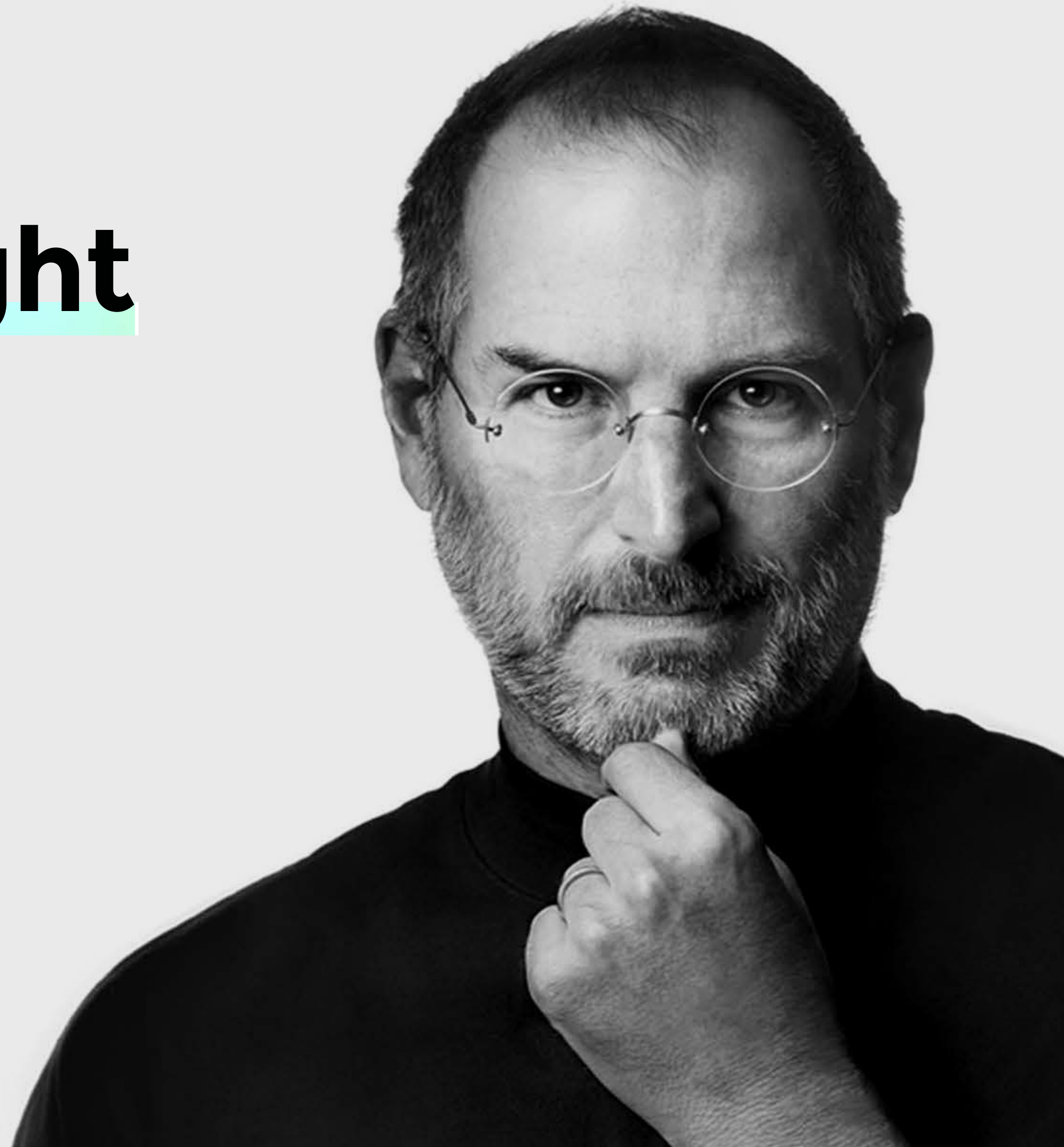
1. **the best/right**

3. **quantity support**

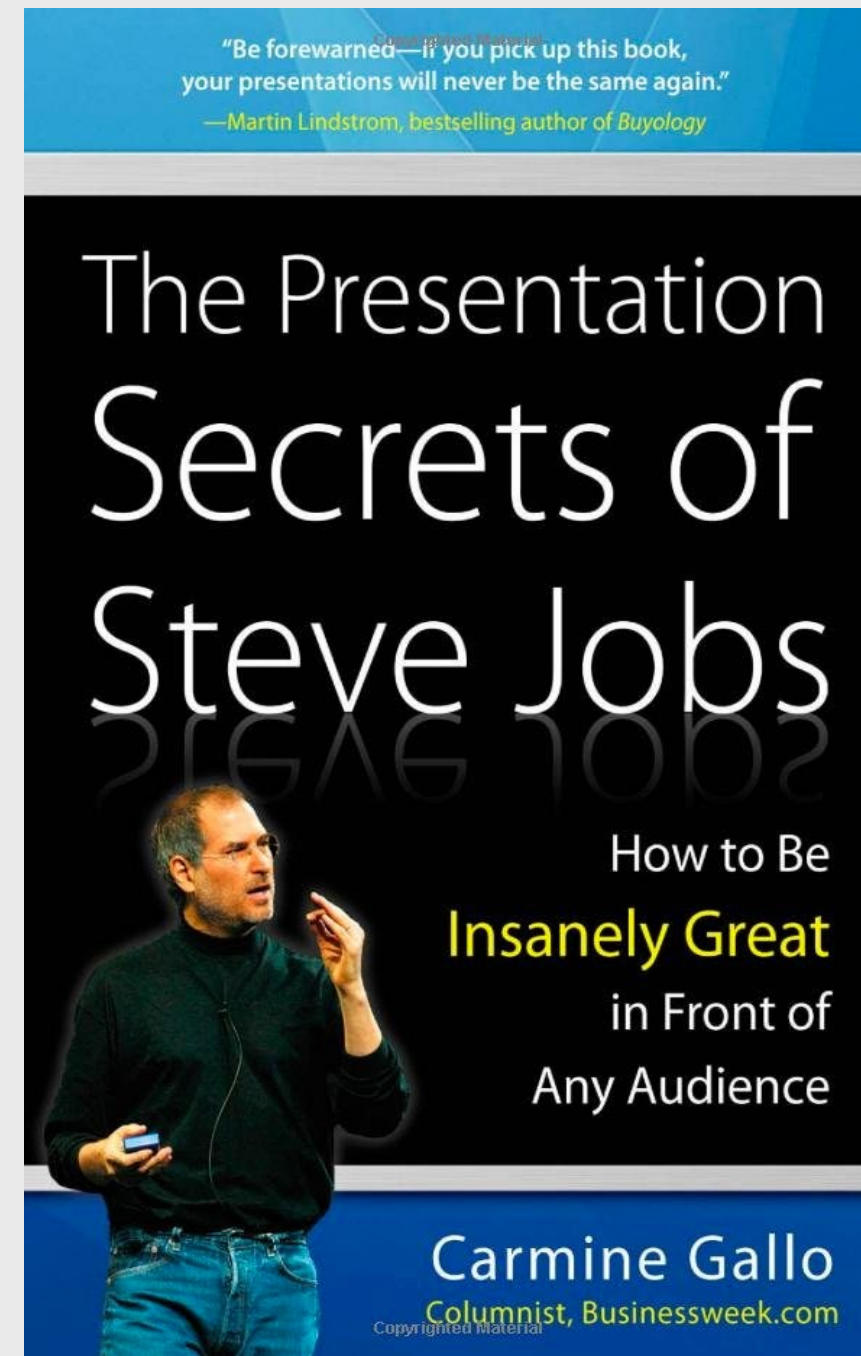
4. **quantity support**

5. **quantity support**

2. **alt option** (that also will work)



For your “to-read-in-2017” list:





TACTIC 5,5

**Remember about
"offline" version**

The following brands are not meant to be the direction for [clients's name] graphic style - they are here as a **showcase of how successfully a brand can create unique look&feel** and then keep it consistent across all the touchpoints.

I collected examples from fashion brands and consumer products in general.



Legend

(below each image)



TACTIC 6

Practice out loud

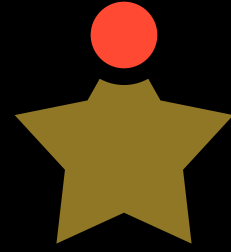
Record yourself and listen.

Practicing for a meeting is
the **usability test** of being articulate.

.

T O M G R E E V E R



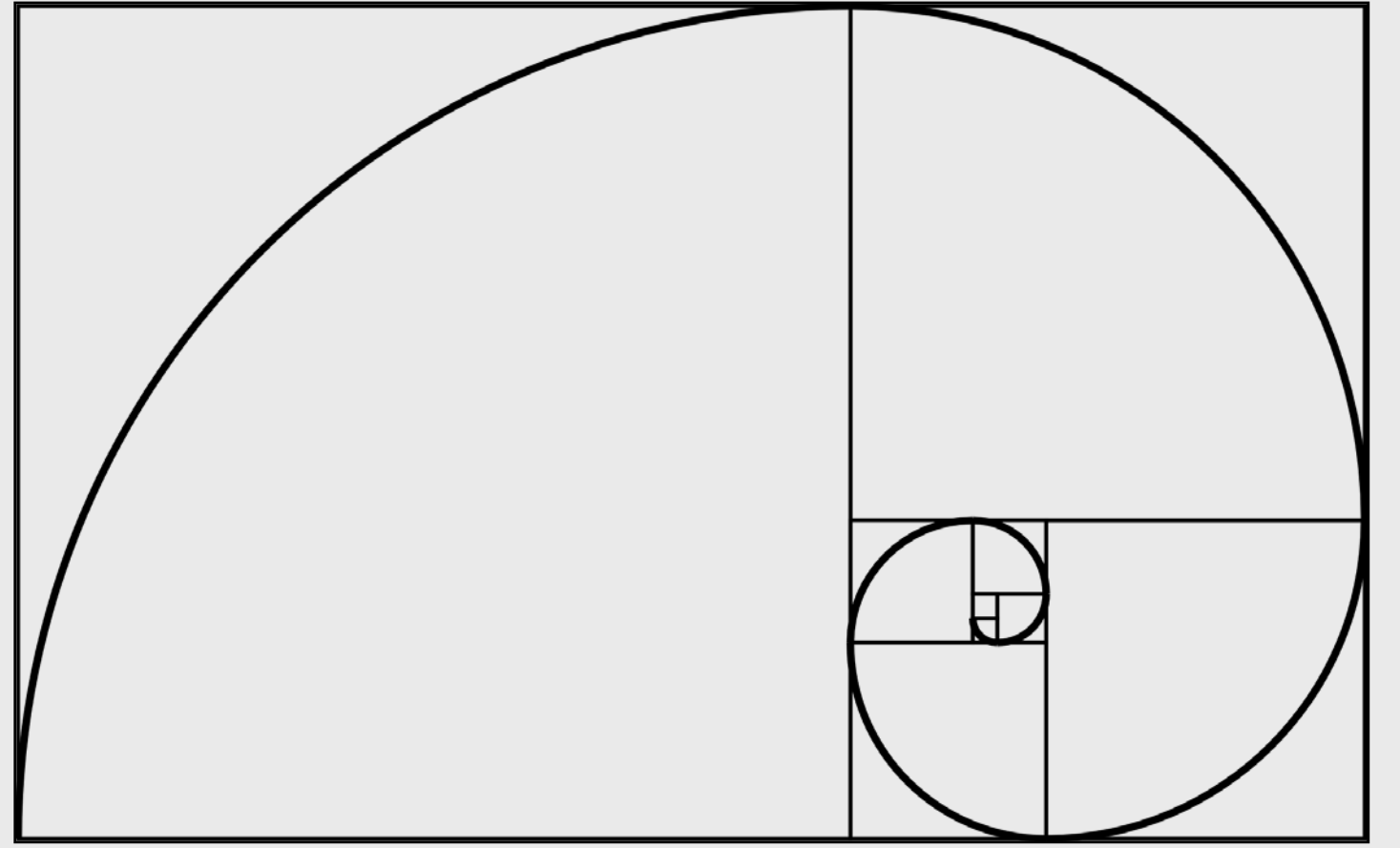
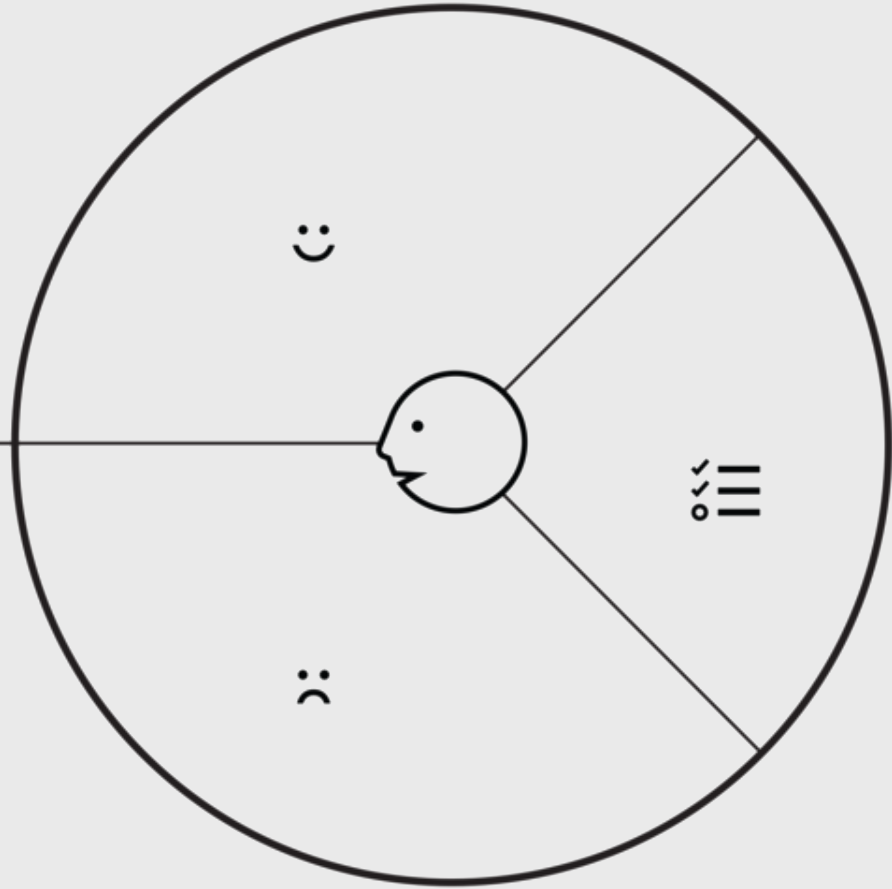
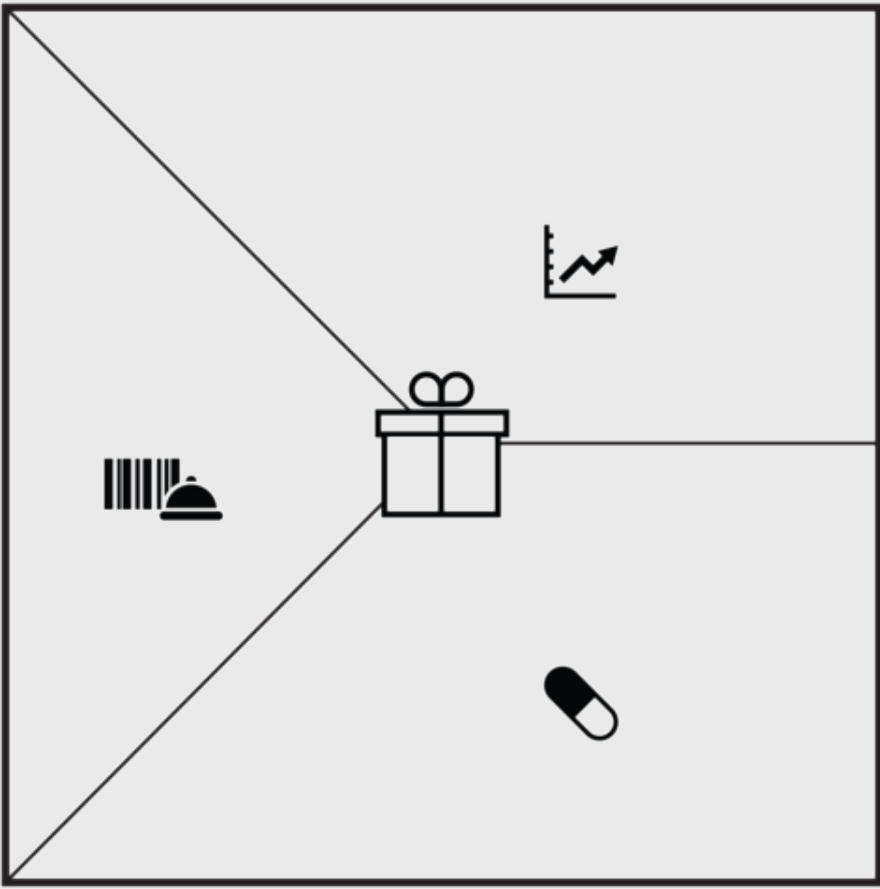


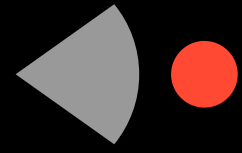
TACTIC 7

Forget your “design perspective”

Client: Why is it....?

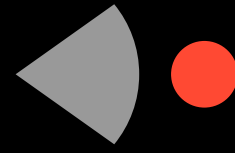
You: Well, from a design perspective...





TACTIC 8

**Shut up.
And listen.**



TACTIC 9

“Yes, and...”

“Yes, you are right that...”

“I like this idea! We should think on it.”

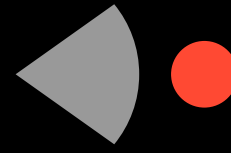
“I see your point.”

“Yes, I completely agree that we need ...
... In this case ... “

=

What about “NO”?

Additional reading:
FastCo Design article →



TACTIC 10

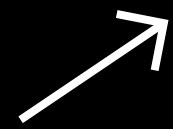
Eliminate “like”s



subjective valuation → objective evaluation



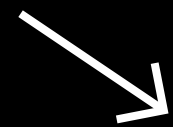
“I like”
“I don’t like”



It works



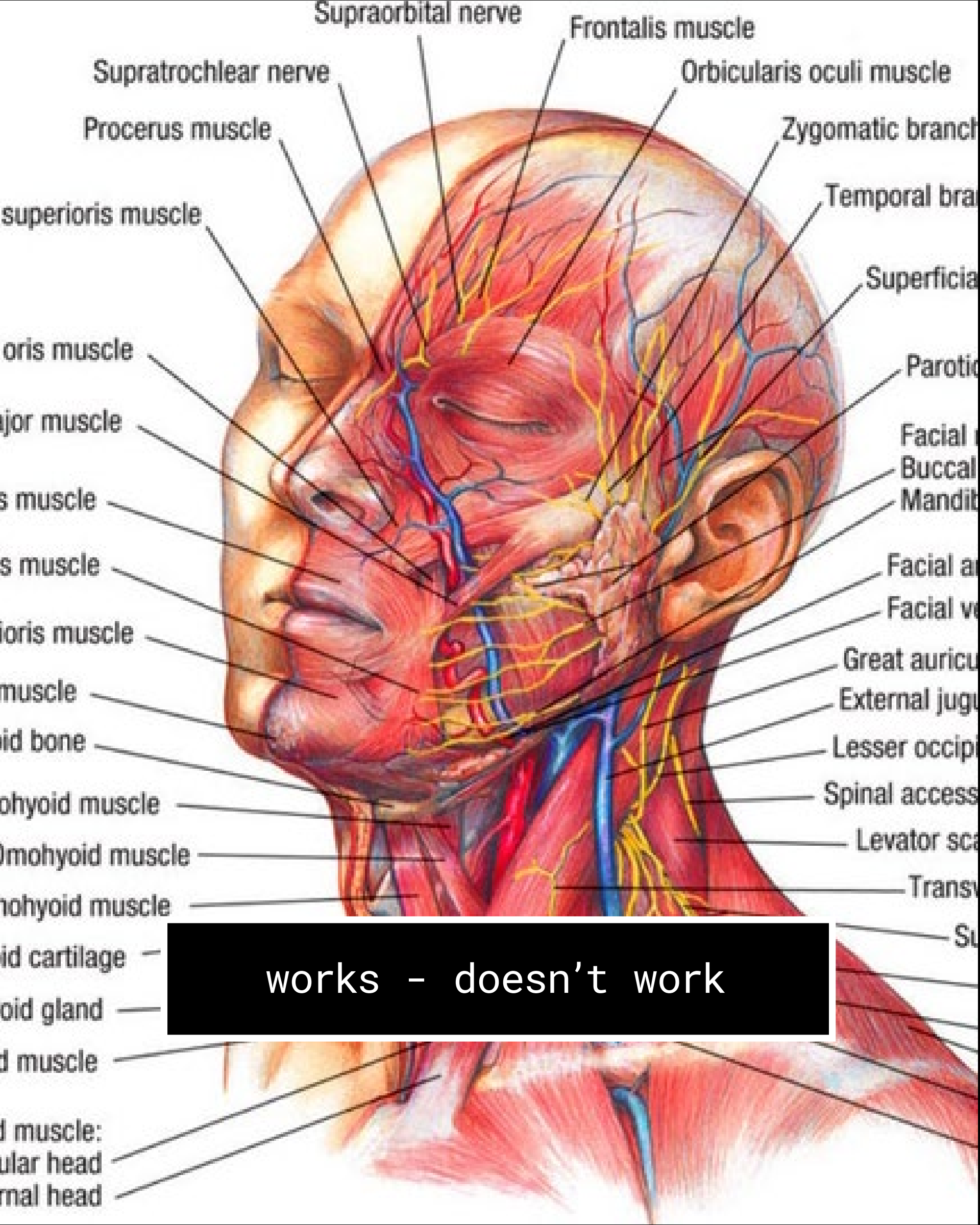
It looks good (is readable)



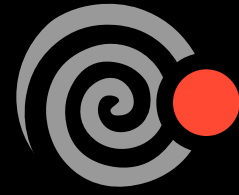
It feels right (resonates)



like - don't like



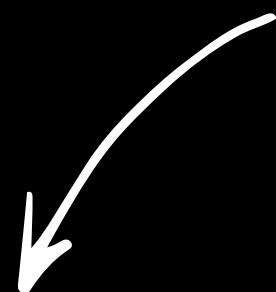
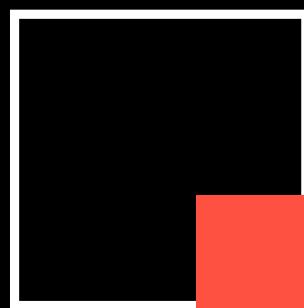
works - doesn't work



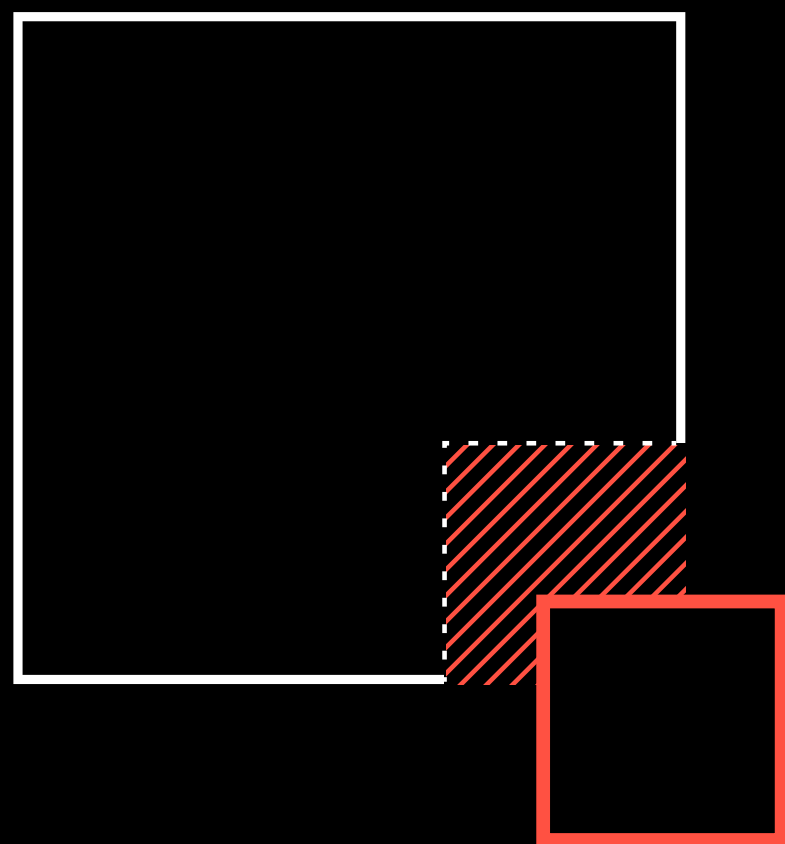
TACTIC 11

“Coś za coś”

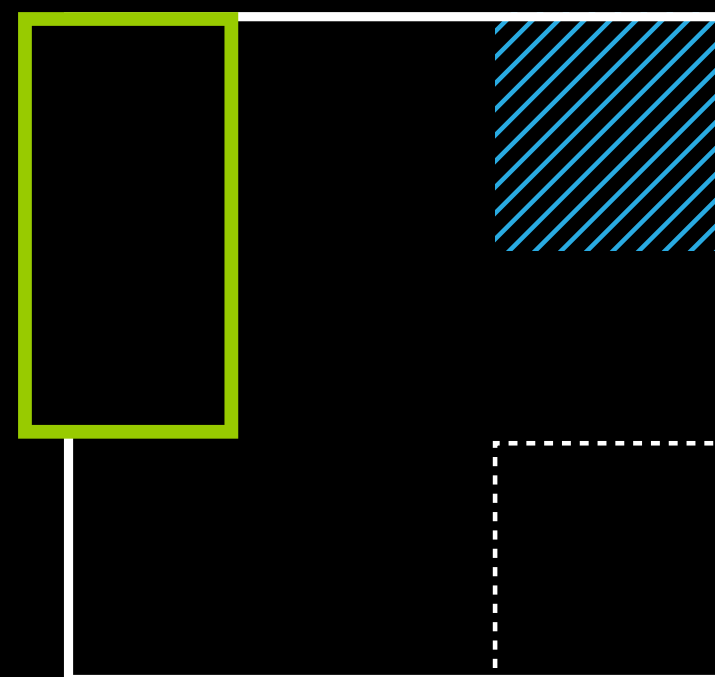
REV-01



REV-02-1



REV-02-2

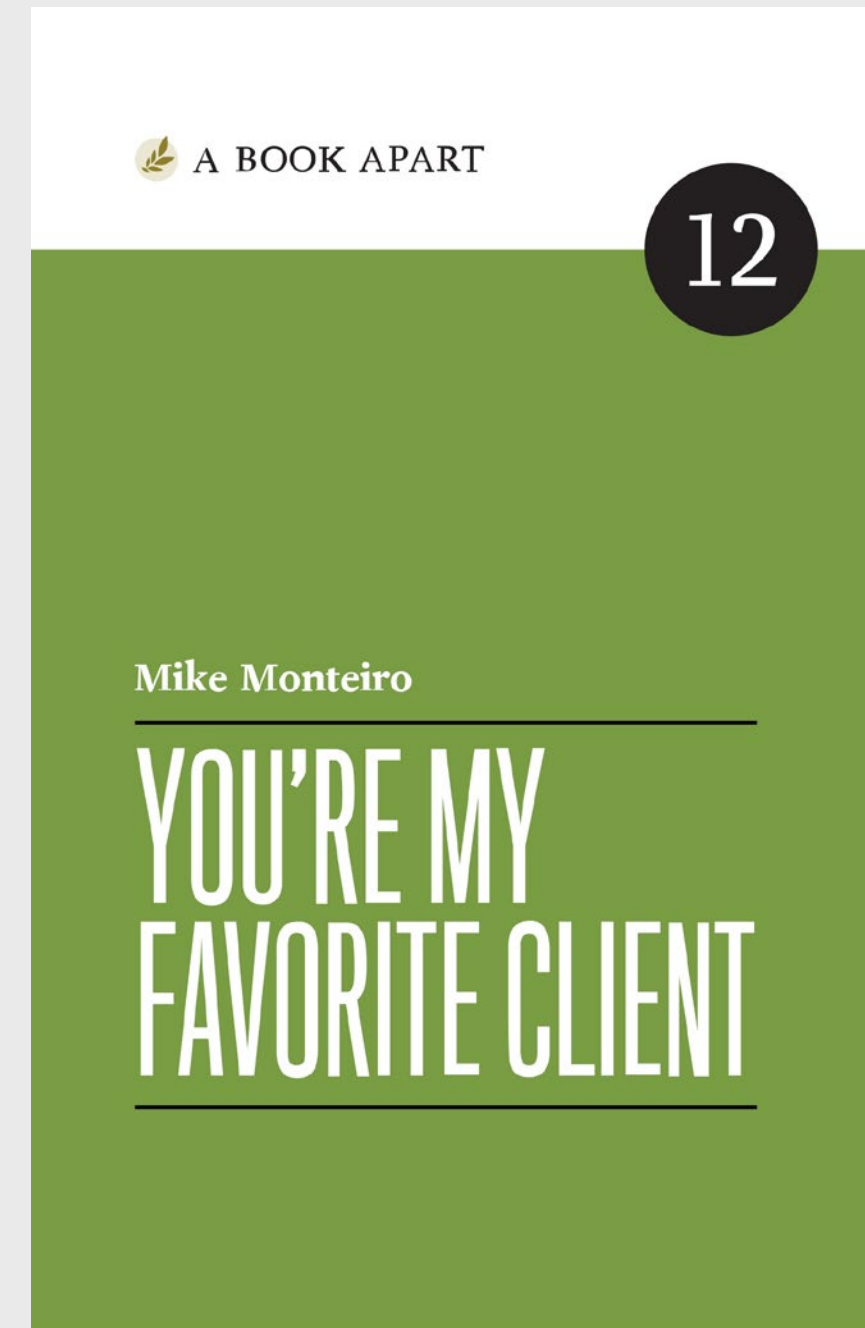
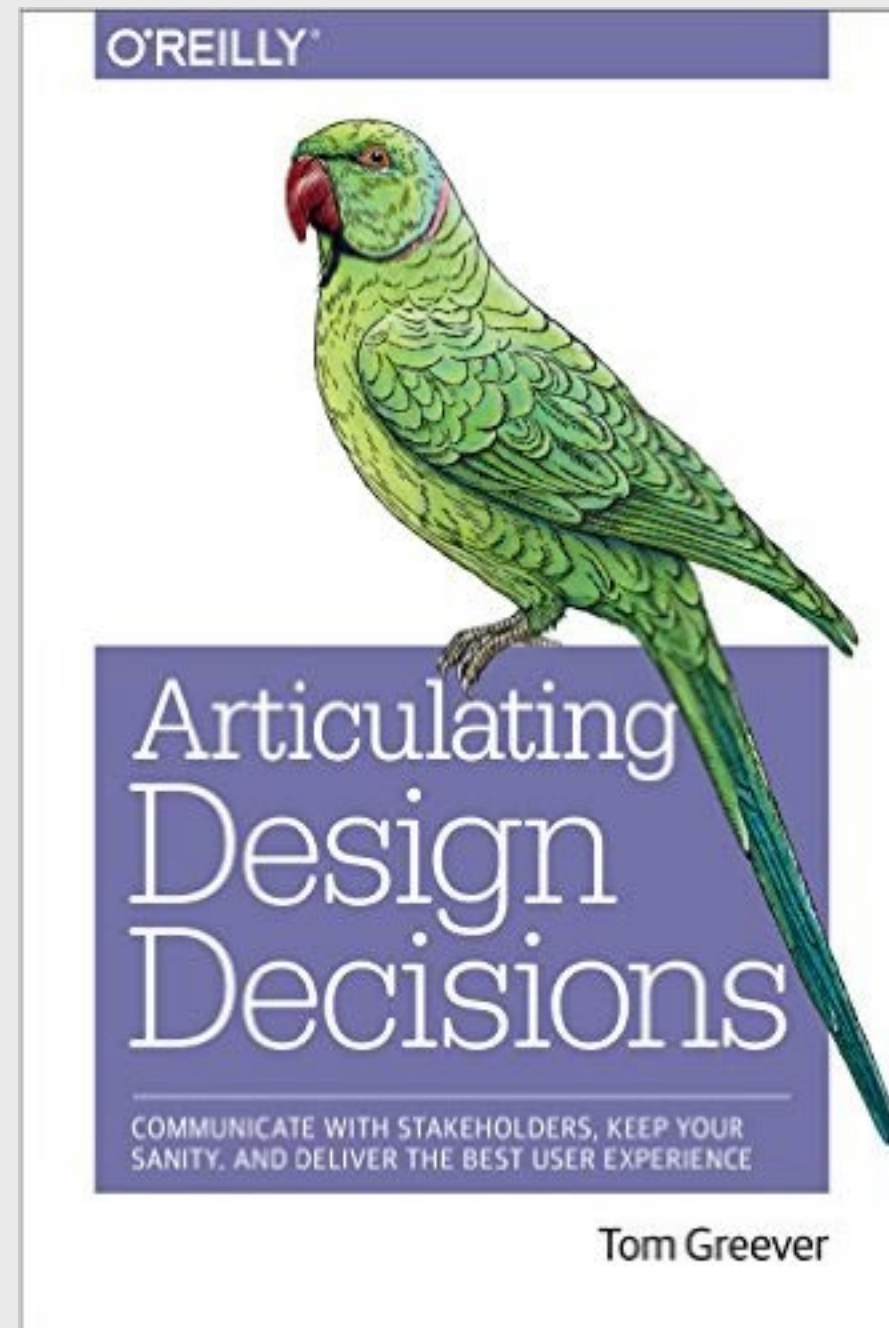


Next steps?


If you haven't read this book yet, close all your current readings and read this one right now. It is our Designers' Bible



and these two as steps 2 and 3:



My favorite podcasts about business side of design




The Businessology Show
The Businessology Show

Comedy [UNSUBSCRIBE](#)


[Details](#) [Reviews](#) [Related](#)

Description


A podcast about the business of design, and the design of business.

How Narrowing Your Positioning Changes Yo... 36:45 

We glean huge amounts of information from Mlicki's 15...

Narrowly Defining Your Services with Maria Rap... 34:53 

We asked Maria Rapetskaya some great questions about...




The Boagworld UX Show
Paul Boag

Manage... [UNSUBSCRIBE](#)


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Boagworld is a podcast about digital strategy, management and user experience. It offers practical advice, news, tools, review and interviews with leading figures in the web design community. Covering everything from usability and design to marketing and strategy, this show has something for everything. This award winning podcast is the longest running web design podcast with over 380 episodes.

The Information Ov... 1:01:40 

This week on the Boagworld Show we tal...




seanwes podcast
Sean McCabe & Ben To... >

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Build and grow a sustainable business. From products and marketing to professionalism and clients, you'll get answers to the hard-hitting... [more](#)

308: It's Possible to Enjoy Client Work (Here's How) 1:08:18 

Client work can be a great way to make money....

300: How I'm Building the Best Place to Work in th... 1:04:12 

This is the biggest show of




Six Pixels of Separation - Marketi...
Mitch Joel

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Description

Six Pixels of Separation - The Mirum Blog is marketing and communications insights from the edge. Mitch Joel will unravel the complex wo... [more](#)

SPOS #556 - They Ask And You Answer With Marcus S... 

Welcome to episode #556 of Six Pixels Of Separation - The Miru...

SPOS #555 - The Social Organism With Oliver Lockett 

Welcome to episode #555 of Six

Last thing...

Friends, there are plenty of material on how turn collaboration with client into enjoyable process. If you are looking for something specific, drop me a line at iryne.nezhynska@chimeraprime.com

Will do my best to advice something useful!

Create awesome work!

(I deleted this photo from the deck presented on Dribbble meetup, so just couldn't resist myself to place it here - an example of more than awesome work.

Found during strolling around Oslo with my team a month ago.) [→](#)



One more last thing...



WE ARE HIRING

UX/UI DESIGNERS | COPYWRITERS

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or

iryna.nezhynska@chimeraprime.com