

Client Problem Solving Brainstorm

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The purpose of this exercise is two-fold. First, it is a way to get yourself thinking about the bigger picture. When you are strategically considering a broader scope of design needs, you can better and more pro-actively support your clients. Second, it is a way to pitch to past clients by offering to take stressful or overwhelming design tasks off of their plate. Showing your clients that you understand their problems/needs and offering your visual problem solving as a solution goes a long way in terms of establishing trust and an ongoing, long-term relationship.

CLIENT NAME:

What design needs might this past client have in their design business?

Brainstorm a list of things you could take off of their plate.

Go big – try to fill this entire space with ways you could support them!

Next, make a list of which items you would be most excited to work on.

Make a brief list and attach a price point or pricing range to each task.

Determine how you will pitch these items to your past client. Is there a structure you could use to offer exceptional value for the client and yourself?

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