


HOW TO AVOID THE
PAINFUL
EXPERIENCE OF




WARNING SIGNS

LESSONS



Unrealistic expectations and client demands take up too much time.


LEARNED



Trust intuition, be picky about who you work with; fire clients if needed.


EXPECTATIONS

LESSONS



Problems stem from differing expectations; set expectations, day one.


LEARNED



Never state being available at any time for clients; accept complete responsibility.


ACTIONS/RESULTS

LESSONS



Be clear on expected actions and results; be proactive and never complacent.


LEARNED



Keep contact with clients after achieving their goals; be clear on what they are going to get.


CLARIFICATION

LESSONS



Do your homework prior to taking on projects. Ask a lot of questions.


LEARNED



Have a complete understanding of who the client is, what their needs are, and what your able to provide them.


BUDGETS

LESSONS



It's easy to become overworked and under-compensated; you can't make every client happy.


LEARNED



Proposals should include a full list of services; money doesn't solve all problems.


YOUR WORTH

LESSONS



Digital Marketers are in high demand so get paid what you deserve.


LEARNED



No one owns you. You decide when to stop service or ask for more money. Ethical business people understand this.


GETTING PAID

LESSONS



Budgets don't help if your client doesn't pay.


LEARNED



Never alter terms mid-contract; don't fall for threat of walking away without payment used as leverage against you.


COMMUNICATION

LESSONS



Clients can become angry and doubtful due to lack of attention.

LEARNED



Be in constant communication with your clients, a few emails can go a long way.

BE DECISIVE



LESSONS

Excessive revisions, feedback by committee, striving for perfection are red flags!



LEARNED

Be direct, and tell clients that their actions or behaviors are detrimental.

MAKE DECISIONS



LESSONS

Act on knowledge quickly when a client's not working out, or when something feels off.



LEARNED

Make sure your clients understand the process, and earn to say "no."

HAVE HUMILITY



LESSONS

Sometimes our mistakes are detrimental to clients.



LEARNED

We all make mistakes, small mistakes can damage relationships. Be cool, humble, admit mistakes and fix them.

LEARN LESSONS



LESSONS

Relaxing terms, lowering the initial deposit or starting the work without a contract is a bad idea.



LEARNED

Learning from experience and others' mistakes, puts you ahead of the game.

#infographic

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