**Finding the Right Clients**

The article “Finding the Right Clients” by wpfreelancer.info had a lot of really great idea’s on finding new clients for any freelance web designer or any small independent web design company. I feel that making your own website as a showpiece of your work is very important as it allows you to show potential customers what you can do and what you can offer. When offering web services it seems almost mandatory to have a web-site, as it allows for your past clients to be able to refer you to new customers and allow word of mouth to spread. The website allows for much more effective social media campaigns, as those who click on the ad will be directed to the website where they will need to be enticed to hire you solely based on your website. It also creates new points of contact you otherwise wouldn’t have, allowing people browsing your customer’s sites to get in touch with you.

In this article I felt that the most important techniques discussed for helping the project teams interact with their clients where the creation of a website, referrals, and active use of social media. If a company has a well maintained website with a contact section which they respond to personally and quickly than it will help them stay in contact with their clients. When the company is also active on social media it allows them to keep in closer communication with their clients by having periodic updates and responding to messages, which helps get them in contact with new potential customers and referrals quicker.

**Managing Client Relations**

This was a good article about dealing with people, and how despite the business being web design, it’s all about dealing with people. As an Eagle Scout I of course liked the first technique discussed of being prepared. Being prepared is a very important skill to have in all aspects of life, and in a web design business it’s important to have policies in case of any worst case scenario’s, and for everyone to be fully aware of these policies.

The next technique discussed was consistency, and how it is important for a business to deal with all clients by the same standard, and not as if rules are being made up for each individual customer on the spot. Having consistent rules and policies allows your customers to know that you treat each customer fairly, and in a professional manner. And even though rules can be negotiated, having a firm and consistent starting ground of where talks can begin, and sets real boundaries on what can and cannot be negotiated.