

site. They told me they thought the look and feel of it was outdated and probably turning away potential sales. But these were still vague terms, so I steered the conversation toward their overall business objectives. I wanted them to express some clear goals, not just for the website, but for the company in general.

“The client eventually revealed some revenue targets, which gave me something to work with, because missing their targets would be a serious problem. I then started telling them stories about how I had helped some of my other clients increase their revenue by millions of dollars by training their website to sell better. I told them I saw the same potential for them. In their case an extra million dollars a year was a realistic goal. That got them excited. They were now seeing how their website could play a much bigger role in helping them reach their company goals than they originally thought.

“By having this in-depth conversation I learned more about the client, so I could help them where they really needed it. That meant redefining the project from a paint job for their website to a complete rebuild from the ground up. A lot of designers wouldn’t have changed the project in this way, but