

just as in my previous point, a ‘no’ hurts both you and the client, who now won’t benefit from the results you could deliver.”

7. Establishes a trusted partnership

“The last point is the culmination of all the other benefits. Once you’ve created the first six benefits and you begin working with the client, they get to experience the impact of your work. As soon as their investment in you translates into real value for them, you become a trusted partner, someone they will continue to work with. They will also become champions for you, leading you to other opportunities.”

The heart of it

Steve was getting inspired just listening to Karen’s process, but questions continued to pop up. “Your process makes sense,” he said, “but I’m still having trouble seeing what you would do differently for the client. I know you’re a great designer, but I think I can do great work too. Can you give me more of an idea of what you would do that’s worth so much more for a client than something I would build?”