How to collaborate seamlessly with clients

I used to bend over backwards to work with clients.

Now, that sounds, on the surface, like a good thing. But remember, I want you to always be digging beneath the surface, going beyond the obvious, and looking for the best ways to do things that may not be visible when you're just skimming the surface.

Now, in this case, it seems like I'm doing something good because I'm saying to clients, "Hey, however you want to work I'll work with you. We'll figure out a process, whatever you prefer."

So, "Oh, you like to use Microsoft Word? Okay, I'll send you Microsoft Word documents. Oh, you would prefer it if I send you a text file? Okay, I'll send you a text file."

Then, one day, a very successful mentor of mine said to me, "Hey, what the hell are you doing? Okay, you're a professional, you get paid a lot of money. You need to have a specific process, and then, don't ask the client what process they want to use. Tell them what your process is, and if they don't know how to work with you on it, just teach them, okay? But, you need to get all of your clients on the same process."

So, what I started doing is, I started doing all of my work in Google Drive, and this turned out to be fantastic because everything is

now in one place.

When I get a new client, I can just open up a folder for that client.

Then, I share the client on that folder, and I create all of the copy within that space. And it's the easiest thing in the world because I'll write a piece of copy, and then I can just email the client a link right through Google Drive, or manually, doesn't matter.

And you can say to them, "Hey, this is the copy," and you send it to them with a script -- we've included a script for you -- when you're presenting your copy to clients. So, you're still going to use that, but then they can just jump right into the document, and they can put notes, they can make changes on suggestion modes.

That way, you can see exactly what they liked and what they didn't like, and then you can do the same thing, and it's all in one place. You never have to worry about files going back and forth, and version numbers, and stuff like that.

So, that is my recommendation to you. Have a process, use Google Drive, and you can show it to clients.

Like, if a client doesn't how to use Google Drive, you can make a screencast video using Camtasia, and send it to them, or you can just hop on, maybe, like a five-minute Skype call, share your screen, walk them through it.

That way, you'll always have a great process that works. It'll be super easy, you'll never have to worry about files, and clients will respect you because you have a standard process.