



Courting a Client: From Project Start to BFF

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**OUT TO
LUNCH**



Your BFF To-Do List



BEFORE THE CONTRACT

- Make a **connection**
- Be **yourself**
- Be **excited**
- Don't be a **hero**

DURING THE CONTRACT

- Make **callbacks**
- Check in **regularly**
- Level up your **text game**

AFTER THE CONTRACT

- Let them know you're **thinking of them**
- Make them **jealous**
- Take the **hint**

The Relationship Meter



A relationship meter is a tool you can use to measure the **strength and quality of your relationship** with a client. It typically involves evaluating various factors such as **customer satisfaction, loyalty, communication, trust, and engagement**. It's a handy way to spot places where you may need to improve as your relationship with a client continues to unfold over the duration of a project.

To be clear, the relationship meter **exists in your head**. You can't buy this at Target...yet. So, **use your common sense, critical thinking, and intuition** to gauge how things are going with your client as you get deeper and deeper into collaboration.

Ideally, your relationship meter will inch closer and closer to **total, blissful, mutual admiration by project end**.

If you're considering dressing up as your client in your free time or find yourself building closet alters, **you've gone too far**. Adjust your meter accordingly.

Before the Contract

1. MAKE A CONNECTION

Let your client see your human side and try to draw out theirs! Share a real-life anecdote or make a cultural reference that seems appropriate. You never know where you'll stumble upon a shared interest! Try asking open-ended questions too!

2. BE YOURSELF

Introduce yourself & your experience, but don't drone on. List 2 or 3 of your most relevant projects. Being uptight, cold, and "expert-y" can be a turn-off. Authenticity can help establish trust and build a stronger connection with potential clients, so let your personality shine through!

3. BE EXCITED

Share why you personally are psyched for the potential project. Be genuine. Show a custom sample if you can. Don't forget to engage in active listening along with asking some follow-up questions to show that you're genuinely interested in what they're saying.

4. DON'T BE A HERO

Don't be tempted to try to be a hero and fulfill every request your potential client may have. Ya know, to impress the pants off them! If you want to come off as a business to your future client, then make sure you talk like one. That means referring to yourself as "my team."

During the Contract



1. MAKE CALLBACKS

Remember specific wants, details, or life stuff your client has mentioned and find a way to reference it during your conversations. Everyone likes being seen and heard, so this is a super easy and effective way to show that you're paying attention! Just don't be too obvious about it or continue to bring up the same thing ad nauseam. That could come off creepy or annoying.

2. CHECK IN REGULARLY

Once a week check-ins keep things transparent and on track. Frequent updates foster connection, trust, and help you adjust expectations accordingly. Plus, checking in provides an opportunity to gather feedback and insights that can be used to improve your customer service game. This feedback can help you stay ahead of the competition and make informed decisions about future offerings or strategies. So make like that monkey Dunston and "check in" often.

3. LEVEL UP YOUR TEXT GAME

Keep in touch! We're talking about quick questions and "exciting" updates sent via text! Don't have any exciting updates? Heck, make one up! Take the client's lead when it comes to tone and enthusiasm for said "exciting updates." Another helpful hint when it comes to your client text game— respond fast! You want to show them you're available and ready to respond to their questions or concerns.

After the Contract



1. THINKING OF YOU...

Wrapping up a project with your client doesn't mean the magic has to come to an abrupt end! Maintaining a positive relationship shows that you value the client's satisfaction beyond just completing the project. This can help you win big points and may even open some doors for future gigs either from the same client or a referral. If you see something that reminds you of your client, let 'em know!

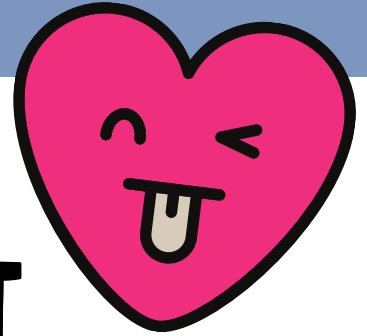
2. MAKE THEM JEALOUS

When you're checking in with your client, tell them about a cool project you're working on that you "think they'd really like." Is it a little manipulative? Well, sure. Listen, there's nothing wrong with planting a little jealousy here and there especially if it could lead to an opportunity to work with a client you really like and respect again.

3. TAKE THE HINT

They say there's a lid for every pot in this world, and well shucks, sometimes your client may just not be the right lid for your pot! Do ya know what we're saying? If the client isn't very responsive or super unenthusiastic when you chat, they're probably not that into you. Move on! If they can't appreciate you for the wonderful freelancer you are, somebody else will!

Remember, your clients should think you're **PRETTY**.



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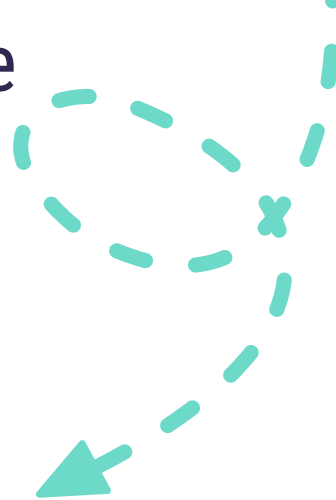
TRUSTWORTHY

Y

YEAR-ROUND

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