

# First Talk Questionnaire

## The Purposes of the first talk with the client:

- To get as many details as possible about the project, so that you may understand whether it's relevant for you and give the client a dazzling quote.
- To get as many details as possible about the client, because at the end of the day, negotiating involves a lot of emotion.
- To get the client to like you, and to explain to them the main difference between yourself and Fiverr, on the one hand, and large studios on the other.

Here are some questions you should have handy while you're having that first phone call with the client.

## Understanding the client

Are you a freelancer or do you work for a company? What is your role in the company? Could you tell me a little bit about your business?

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Have you ever worked with designers before? How did it go?

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Who will I be working with on your end? Who will be my contact?

Who makes decisions in your company?

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What would you say is the most important thing for you in working with a designer?

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### **Understanding the project**

Why you are doing this project and how it will help your business?

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Have you already decided on the budget for this project?

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Have you already decided on the budget for this project?

[This would be a fantastic opportunity to tell them about the difference between you, Fiverr and large studios - what they can gain from each option, what the price range is for each option. Remember not to give an actual quote at this point! You can give the client a general ballpark]

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Who else is involved in the project? Computer programmers? An ad agency?

A producer? Anyone else?

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What is the schedule like for this project?

[if at this point you're noticing the client has no idea how long these things take, you can tell him about it from your own experience in order to match expectations]

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Who will I depend on for feedback and materials in this project, and who will depend on me?

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### **A bit about yourself**

Tell the client a little about yourself – get them to like you!

- A client you've worked with who had a similar project.
- About a design challenge you've faced and how you learnt from it.
- Where your uniqueness comes in (try to make it as relevant as possible for everything the client's told you so far).
- Tell them about the latest design trend you're interested in, and why it might work well for their own project too.

### **Towards the end of the conversation**

"Do you mind if I just go over everything you've said again, just to make sure I've got all the details right?"

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Now go do something amazing.

The Designer's Pricing Class