

# Who Is Your Client?

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## Document Purpose

This document is not a guide as such, but a tool to accompany the other guides on this site. Ideally use this tool in conjunction with my other guide "How To Write A Design Brief" which is available at <http://pauleddwards.biz/documents/HowToWriteADesignBrief.pdf>

Use the headings below to write down who your average client is. Don't panic if you don't know all the answers right away, it may take some thinking about. What matters is become comfortable with your answers before you instruct your designer to proceed.

Print this page out and add to it whenever you have time. Good luck!

## A. Your Client

1. **Give your client a name. This allows you to visualise your client and make them real.**
2. **Give your client a gender.**
3. **Give your client an age.**
4. **Give your client an yearly income or in the context of business clients, a typical budget or expenditure.**
5. **Give your client a profession.**
6. **How does your client feel about your services?**

7. **How much is your client willing to spend?**

8. **What is a “must” for your client?**

9. **What would instantly disqualify your service?**

10. **Any other pertinent information.**

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### **Need Further Assistance?**

I hope this template has been use in helping you visualise who your client is.

You should now be ready to write a design brief for your web designer. If you would like to discuss your findings in more depth please don't hesitate to give me a call for a no obligation chat.

I look forward to hearing from you.

Paul Edwards

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