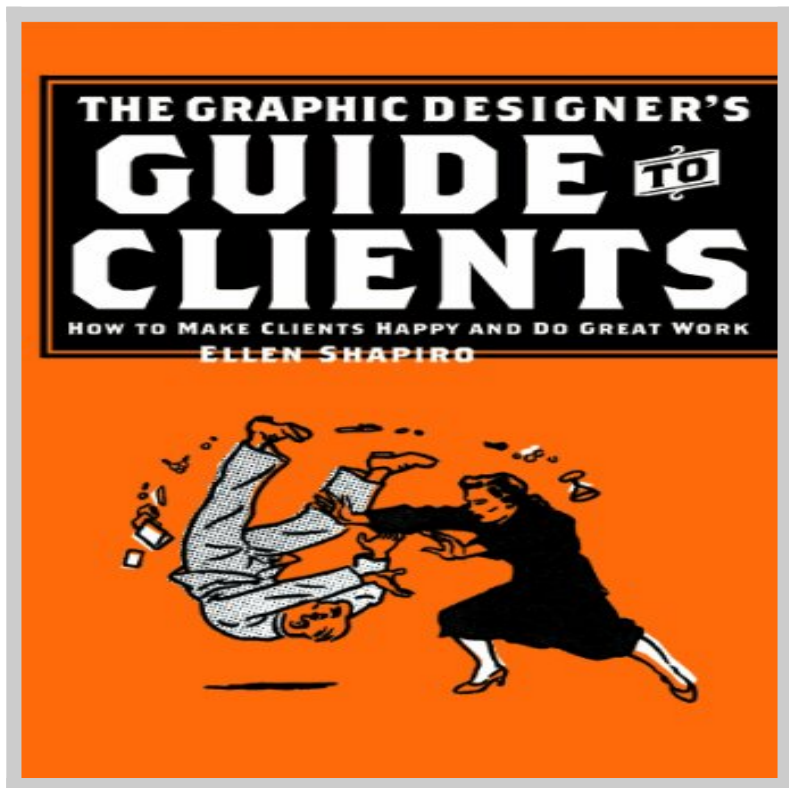


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Graphic Designers Guide Clients Happy Book Preview

Renowned designer Ellen Shapiro reveals time-tested tricks of the trade-for making sure the clients you want to work with know about you, become your clients, and work with you productively.

Then, in a series of one-on-one interviews, leading designers such as Milton Glaser, April Greiman, Mike Weymouth, Drew Hodges, Marc GobÃ©, and partners in Pentagram reveal their personal experiences and insights on how to uphold creative standards while fulfilling clientsâ€™ needs.

Their advice will help you: identify what is distinct about your services; market yourself effectively; meet and court clients; learn the lingo of corporate strategy; make effective presentations; believe in the work you do and sell the work you believe in; obtain referrals from existing clients; keep clients coming back for more. CEOs and design managers from nineteen marketing- and design-savvy clients-such as Klein Bikes, The Knoll Group, Barnes & Noble, and Harvard-offer their own candid perspectives on the challenges, solutions, and triumphs of working with designers.

Whether you are courting your first clients or seeking fresh insights for achieving even greater success, you cannot afford to be without this crucial resource.