

**CONVERSATIONS WITH A DESIGNER:
QUESTIONS TO THINK ABOUT BEFORE THE MEETING**

How much do I want to spend?

Who will be part of the decision-making team?
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What should the designer know about my business?
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What sets my business apart from competitors? Who are my competitors?
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Who is my target audience?
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What problem am I trying to solve?
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.....

What do I want my audience to do or learn (call to action)?
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When do I need this completed?

**CONVERSATIONS WITH A DESIGNER:
QUESTIONS TO ASK THE DESIGNER**

Describe your design experience.

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Have you ever worked on a project similar to mine?

Do you have experience with other clients in my industry?

What was one of your favorite projects and what was your role?

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Did you encounter any challenges? How did you handle the situation?

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How did you arrive at this solution?

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What is your process?

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What is the best way to communicate with you?

How long would this project take to complete?

Do you provide a contract?

How do you handle payments?

What are the next steps?