



**Wouldn't life be better
without clients?**

Presented by Ben Maden, Web Consultant

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Yep!

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But why do you feel that way?

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The phone rings...



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A potential client...



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They want a website & more...



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Happy Dance.



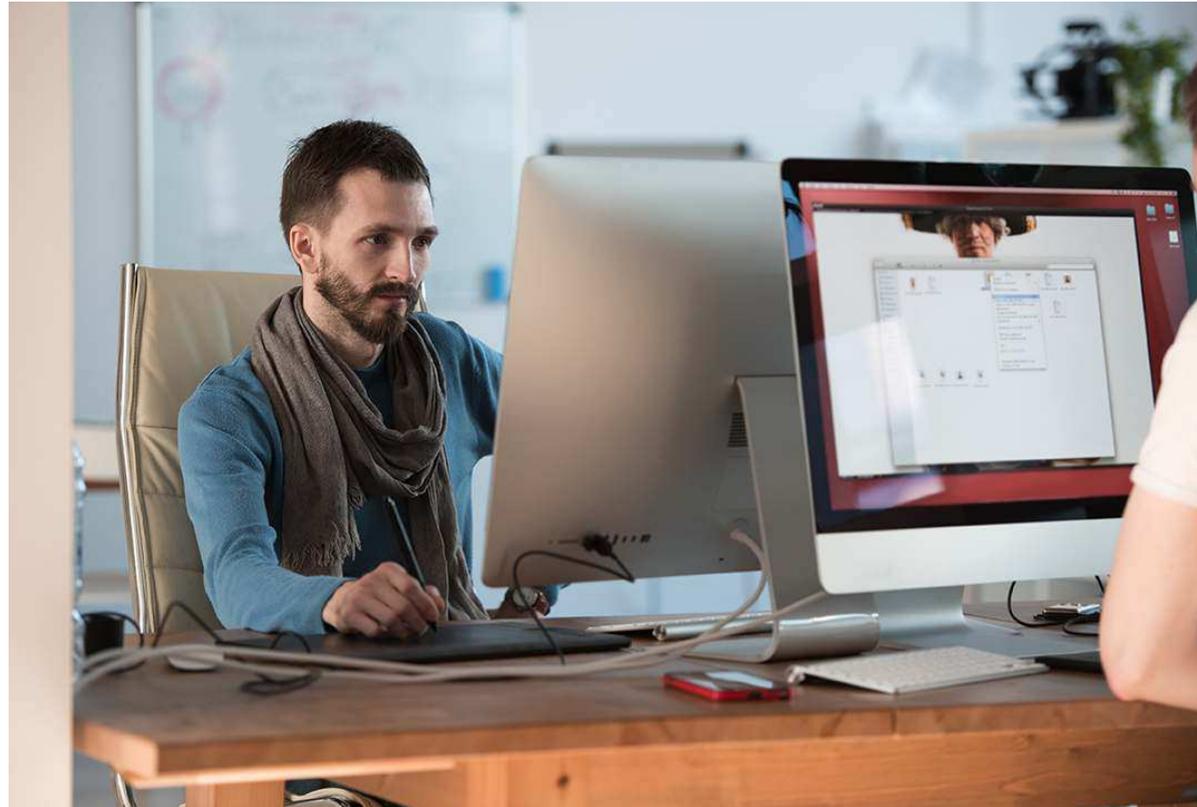
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Sad story, they're complaining...



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...complaining about Web Designers.



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...Web Designers here in Brisbane



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I hope it isn't someone I know.



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It is. Oh no.



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They're a good team.



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The client must be nuts.



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They sound good.



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Their budget is realistic.



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Their expectations are realistic.



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Good Client + Good Web Ppl = Fail



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Why?



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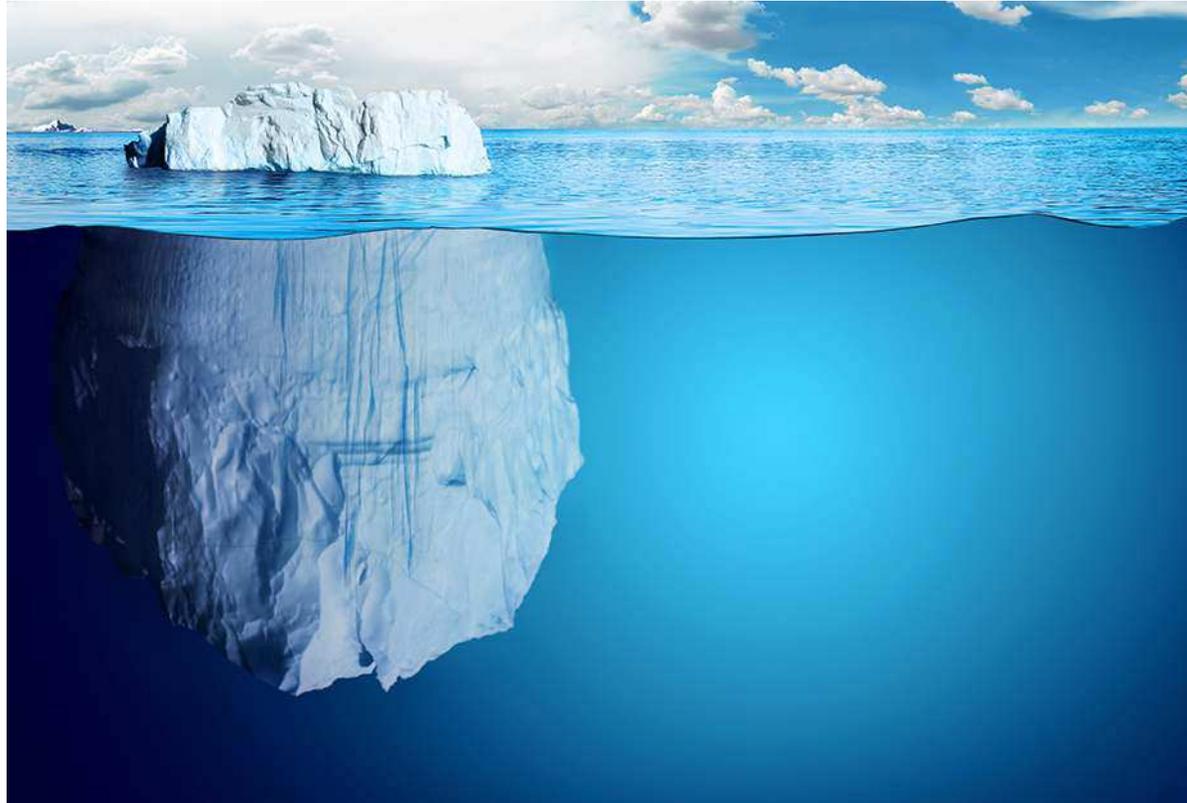
Meanwhile, in-real-life...

You're in the shower.



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The hot water stops. Eeek!



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Go to the hot water system.



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Solution...

A. The lights are off, power is out.

B. A valve & pipe seal is leaking.

A. Lights are out.



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B. Leak in progress.



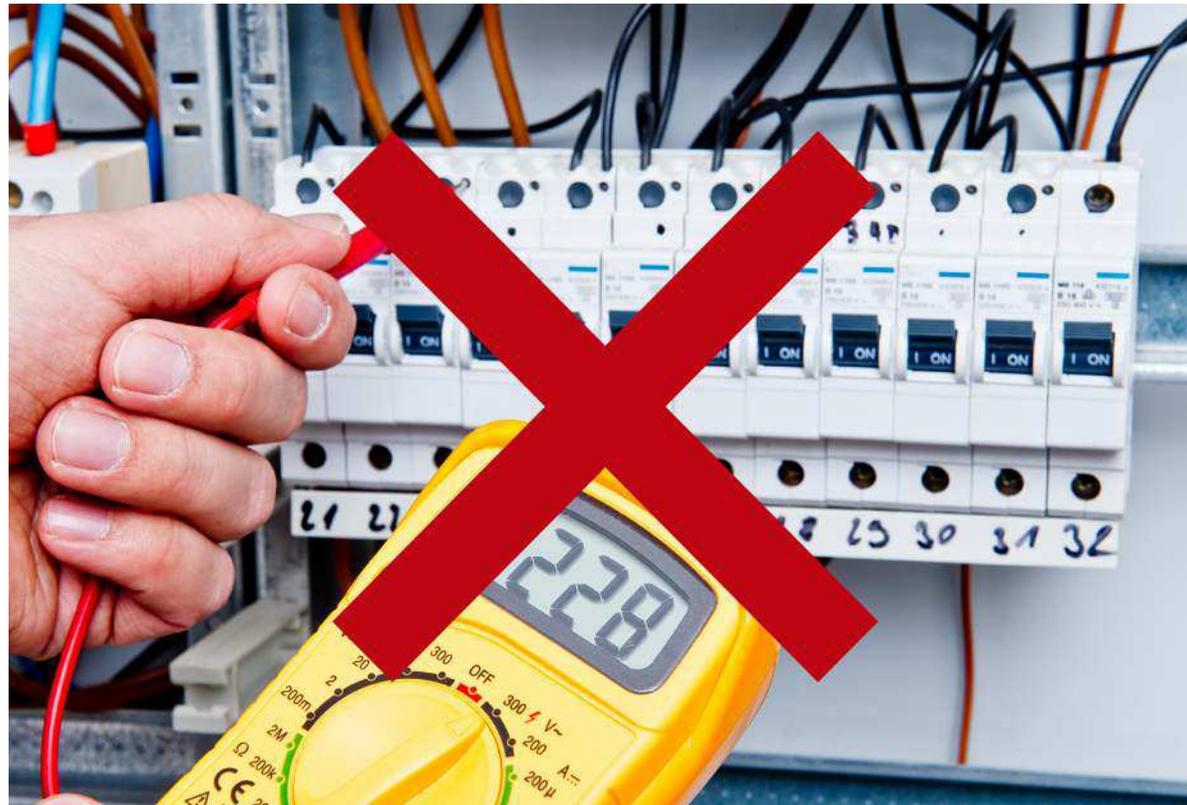
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Who are you going to call?



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Plumbers don't do electrics.

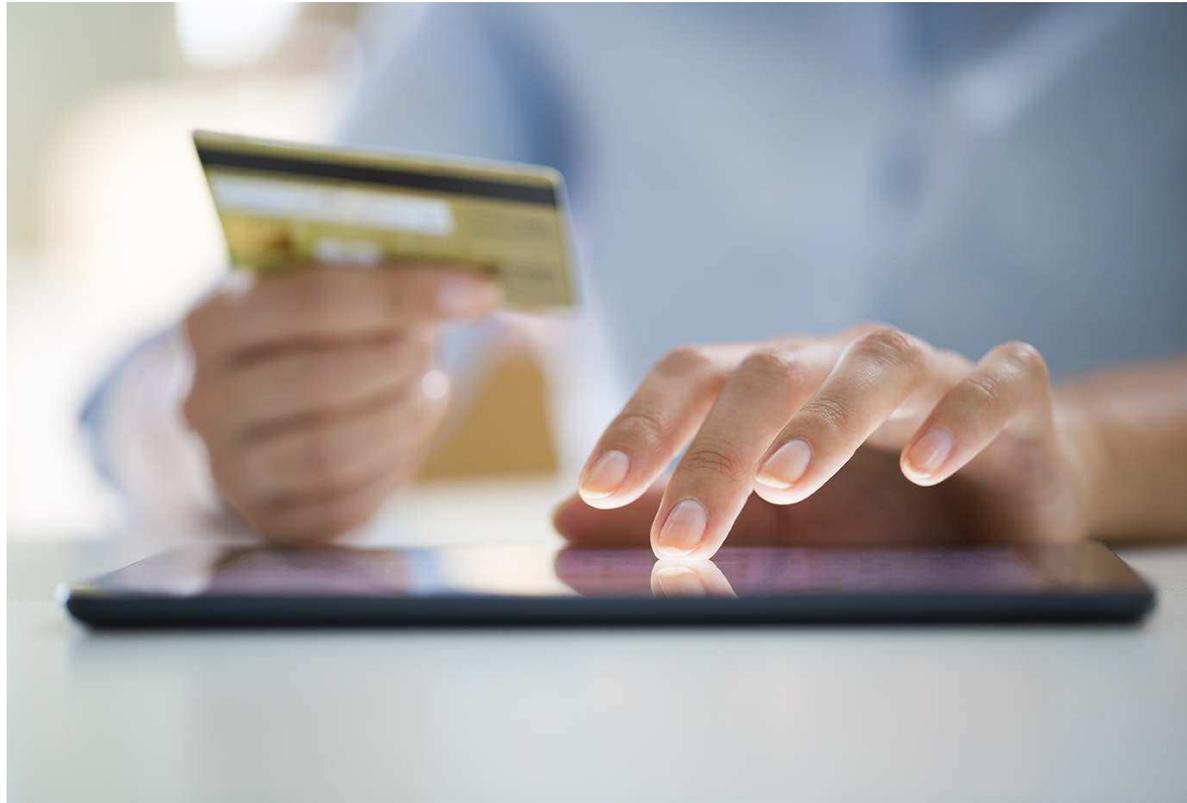


Electricians don't do pipes & leaks.



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**Get it wrong and you get a
call out fee and some advice.**



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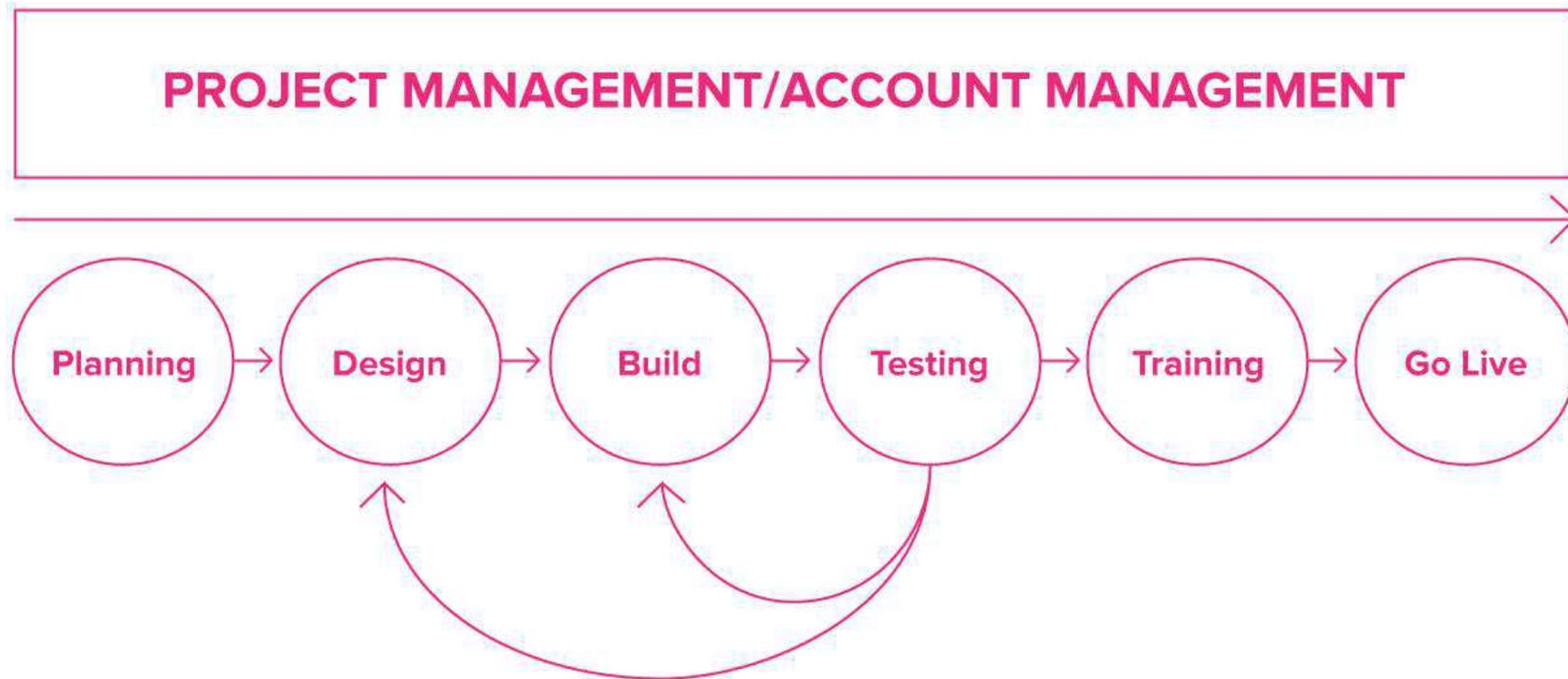
Back to the digital world

Web Design & Development has changed over the years



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Building a Website involves...



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2000 → 2005

“I’m a web designer” = All the things

WEB DESIGNER

Design

Web design

Cut up into HTML/CSS

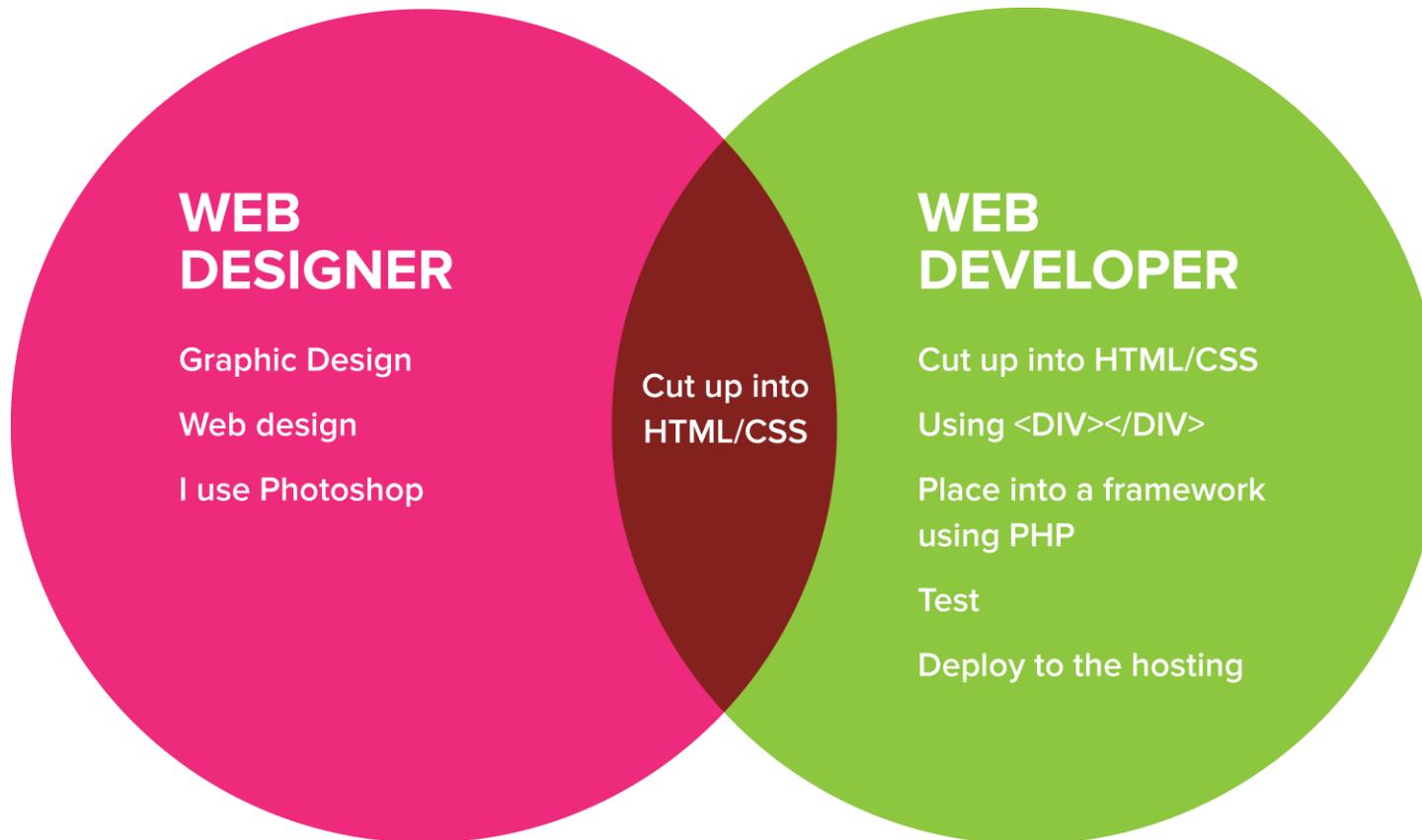
Using `<TABLE></TABLE>`

Place into a framework using PHP

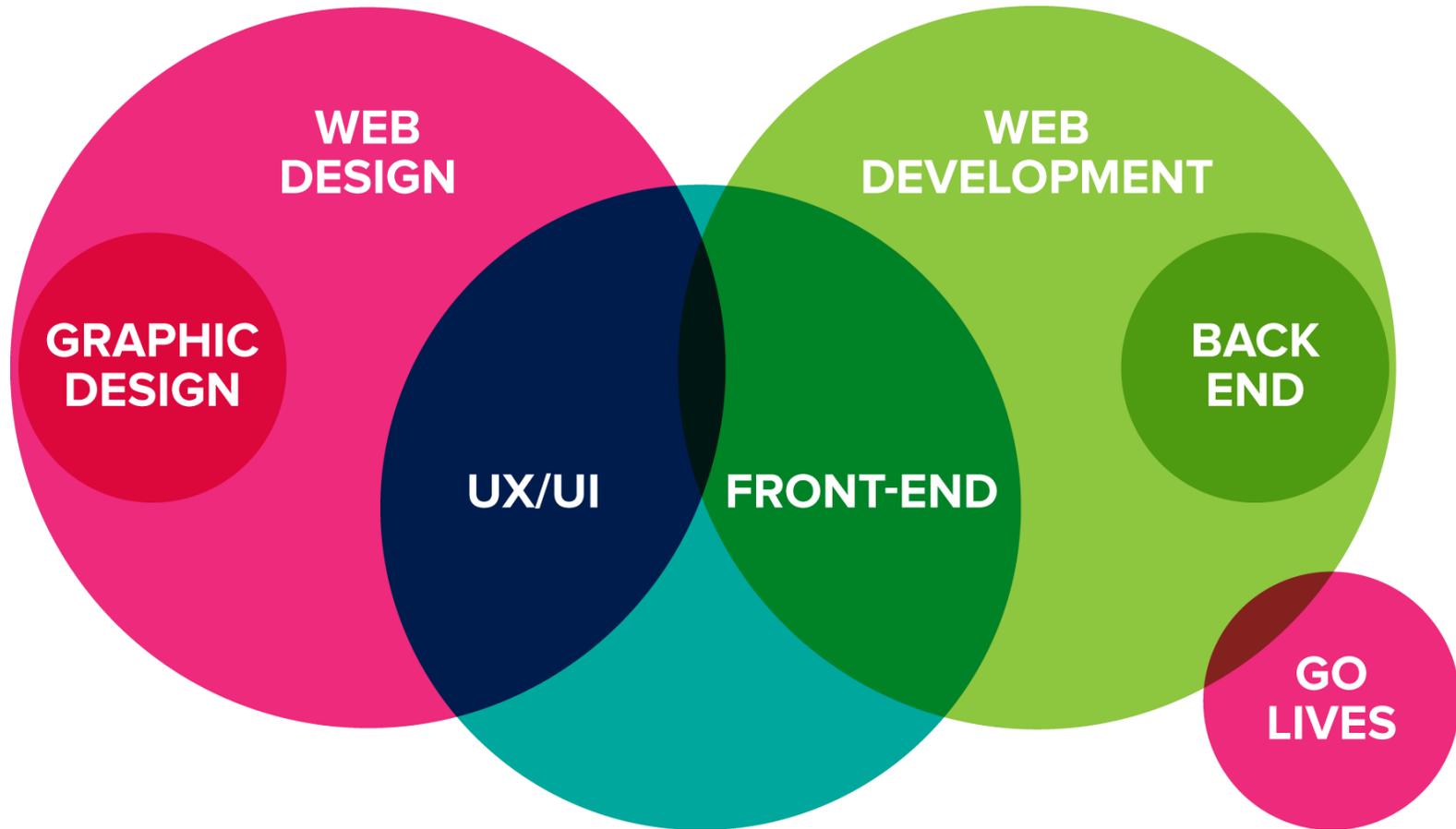
Test and deploy to the hosting

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2005 → 2010. I am...

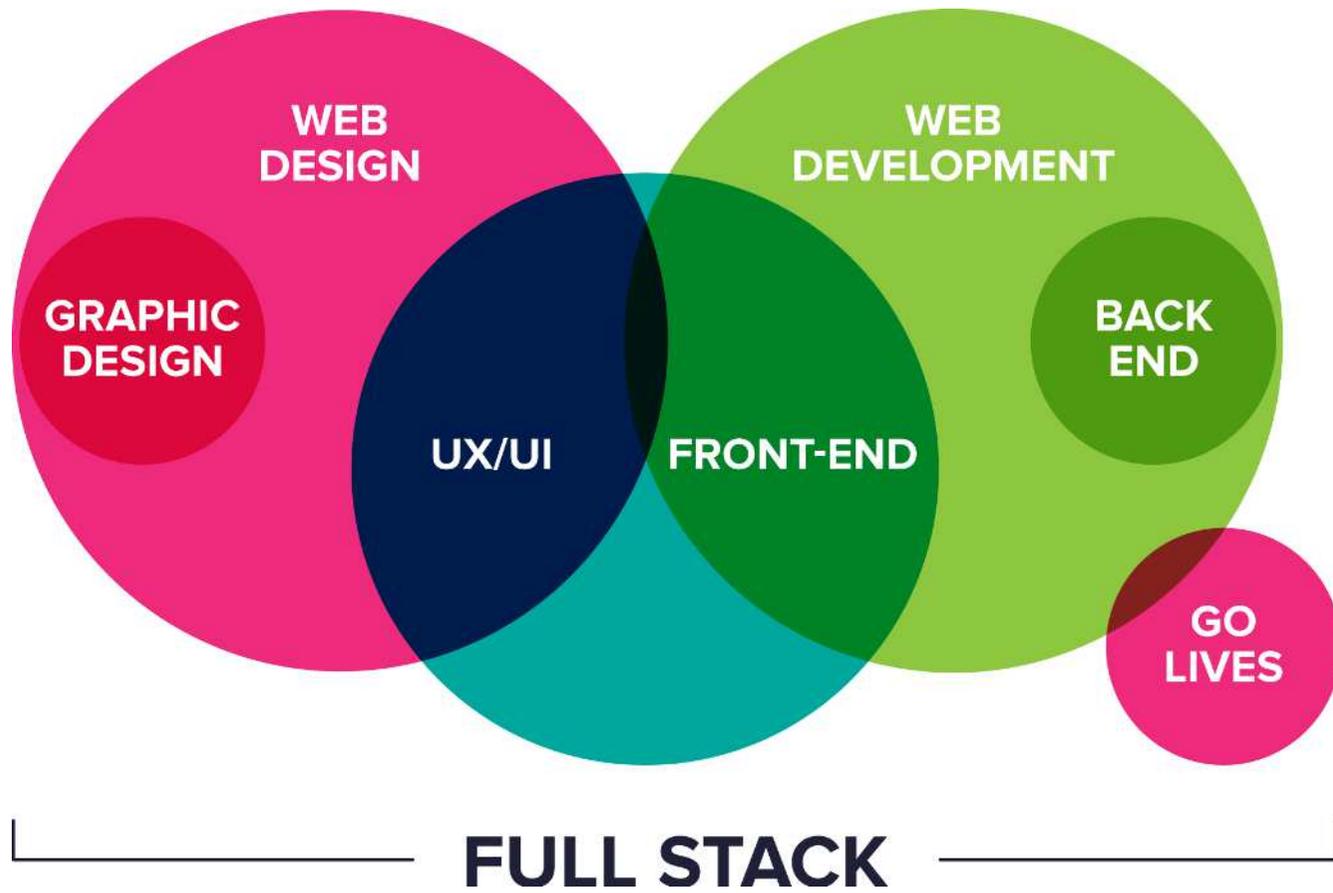


2010 → 2013



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2014 → 2015+



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Better, more professional.



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This is just web design.



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Consider roles in related fields.

Copywriting
Search Engine Optimisation
Google AdWords

The same thing is happening.

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They're all fragmenting/specialising.

No wonder clients are confused.

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Clients just want a solution.



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I can haz website?



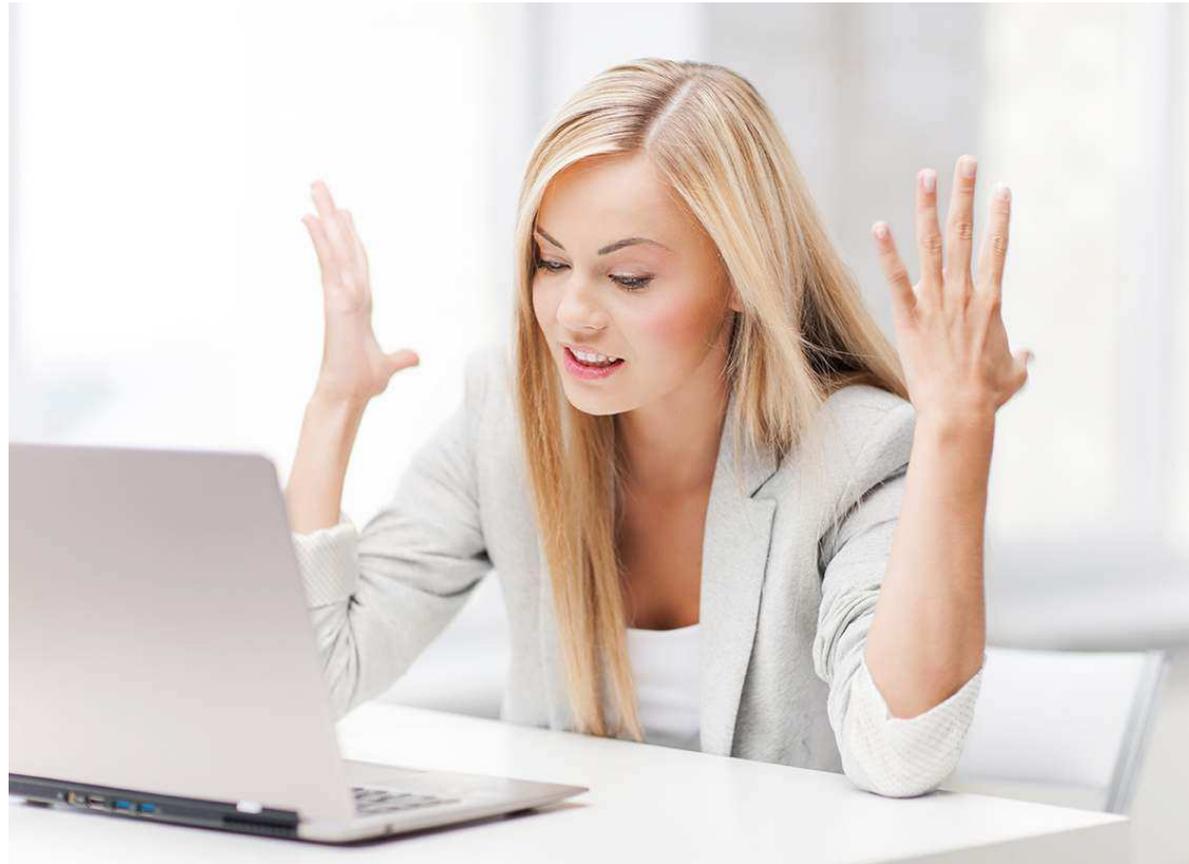
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I talk to clients all the time...



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Number #1 complaint about you..



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Number #1 complaint about you...

**My web designer didn't get me
to the top of Google!**

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To me and you, it sounds like...

**Grrr. The electrician didn't
connect up the pipes!**

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Problems

Clients don't understand our work.

We accept too much responsibility.

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Impact

On individuals.

On the market.

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Impact on Individuals



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Competing & Endless Demands



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Lack of boundaries



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Desired work loses out



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Feeling devalued.



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Long hours, little control...



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Stress and depression



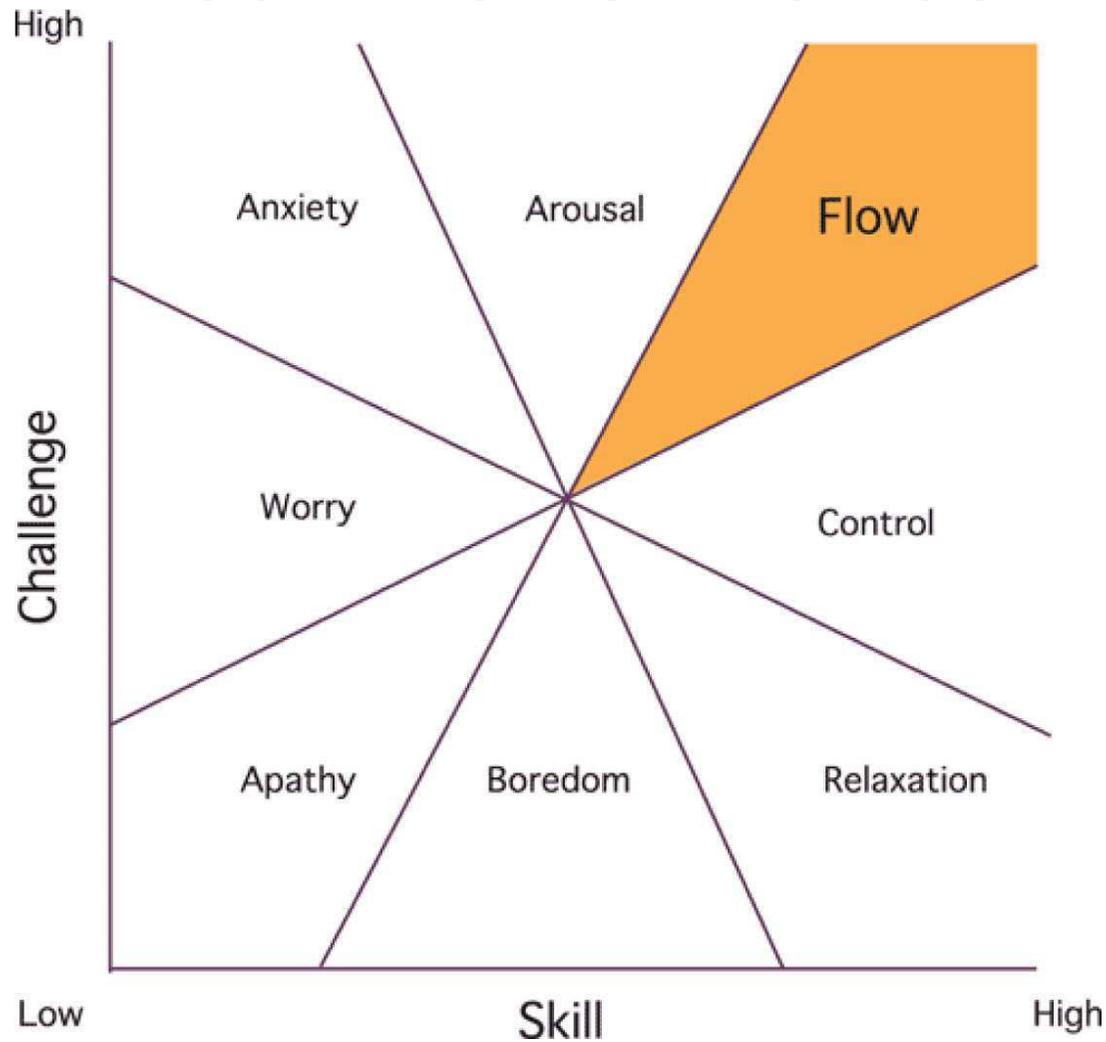
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We're not immune.



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Peak Performance



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Impact on the Market



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Operate less effectively



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Risk. What if you take on too much?



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Devalues all of us



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Confession



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Confession

How do we fix this?



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**Decide what you are and aren't
going to do?**



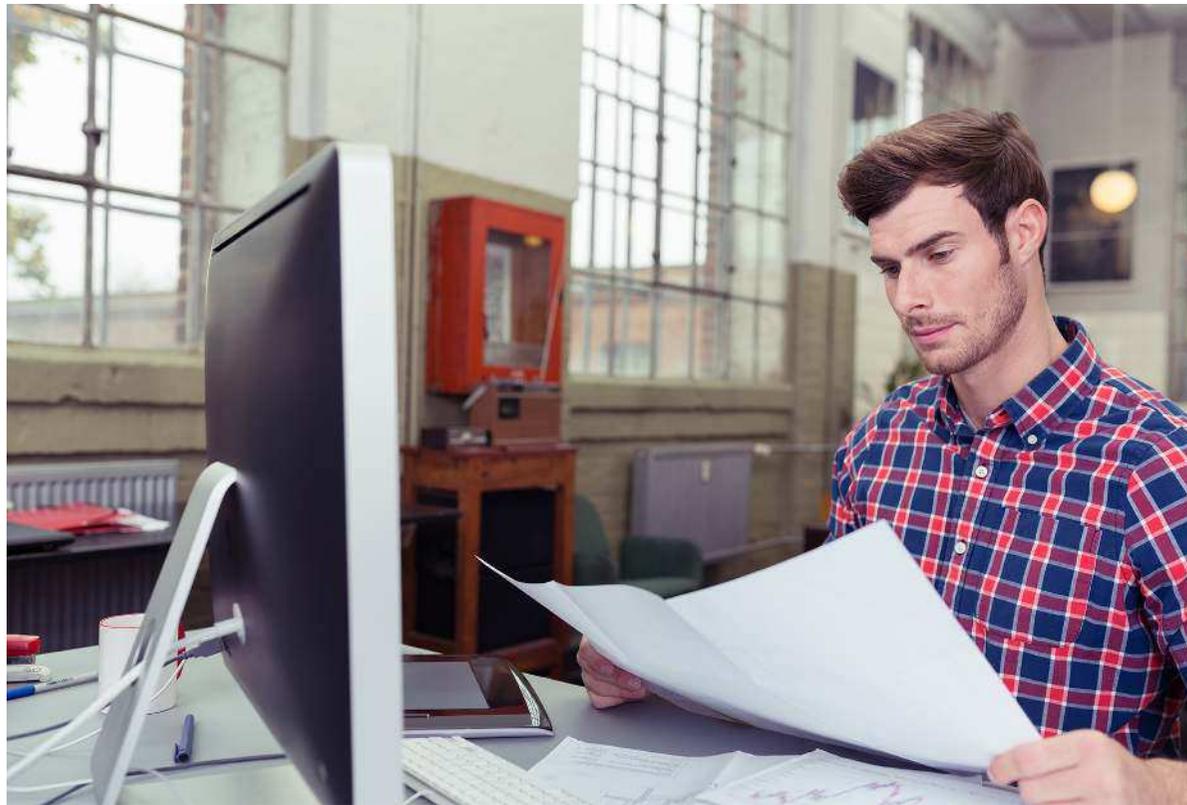
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Partner with people who don't want to do what you do and vice versa.



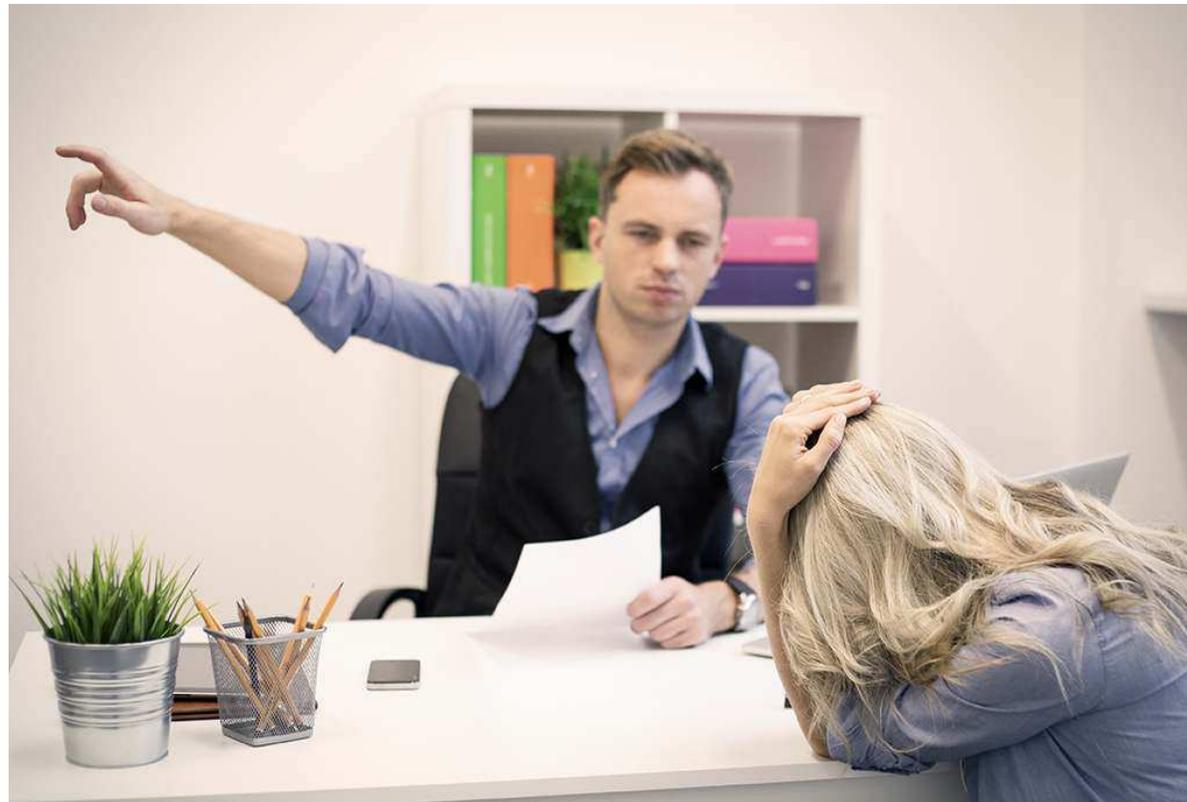
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**Refer and/or sub-contract more.
Build a network of co-experts.**



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Don't put up with substandard work from co-experts.



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Be clear with clients about what you are and aren't doing.



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Seriously! Write that in the proposal.



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Check yourself and your clients. Be better and make them better.



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Thank you. Questions?

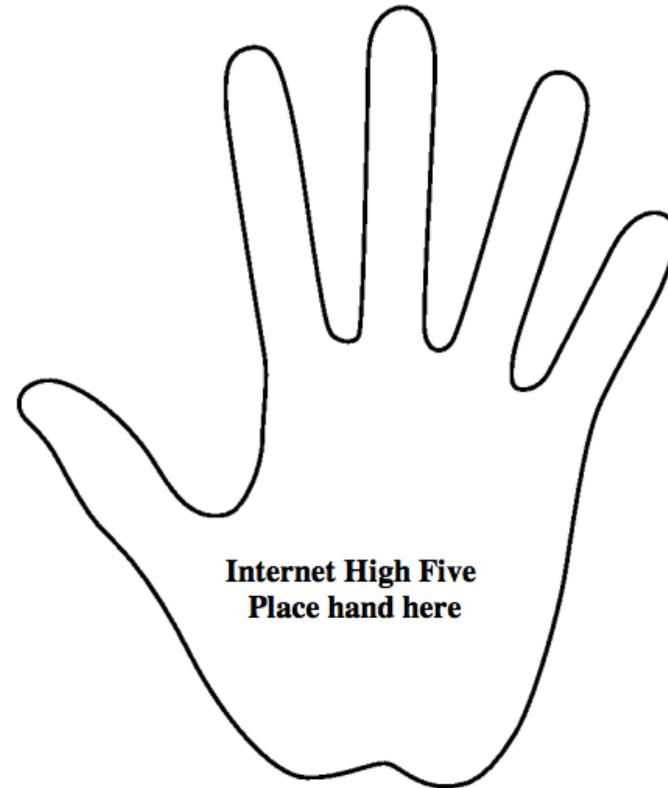


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