Business of Illustration

Staying in Business – Alumni's 'top14'.

As a fledgling illustrator / designer, whether employed or self employed, it is important that you retain those precious clients that you've managed to attract. It is all too easy to say or do the wrong thing so here is a checklist to help you to watch out for your own mistakes:

1 Arrive for meetings on time in suitable attire, your average Managing Director might not appreciate the 'Arty Look'!

2 Don't be inconsistent with your pricing, give yourself time to evaluate costs before committing yourself.

3 Respect your clients and listen carefully to their requirements, they pay the bills!

4 Communicate with your client promptly whenever it is pertinent to do so but don't bombard them with silly little problems.

5 Respond to letters and phone calls promptly.

6 Don't feel intimidated by posh surroundings or people, try to relax and remember that they need people like you, or why else would you be there?

7 Try not to appear overconfident or arrogant and explain technicalities if you think they might confuse or mislead.

8 Think 'presentation' every time you prepare work to be shown to a client.

9 Don't be tempted to pass off others work as your own.

10 Don't forget to keep in touch between jobs, or your client might forget you and go elsewhere.

11 Don't let this turn into pestering!

12 Don't promise more than you can deliver or give less than required.

13 Don't deliver substandard work.

14 Never ever miss a deadline!

All the above are ex-students top comments as mentioned in the lecture.