



# CLIENT EXPECTATIONS DOC

## TRUTH BOMB #1

**Not trying to scare you but copyright sharks will GET YOU.  
Just don't go swimming in that ocean, okay?**

You must own or have full permission to use any images, copy, fonts or any other branding marks and graphics. Loads of designers, artists, word-smiths and programmers work really hard with the sweat of their souls on producing beautiful things - the things that are SUPER easy to screen shot and crop/copy. Please make sure you stand in your integrity and stay fair in all aspects of your business.

## TRUTH BOMB #2

**Feedback doesn't hurt my feelings!**

And I can't read your mind... So during the revision moments, please put aside some decent time to comb over your site and create something you love the sh\*t out of. Designers understand that feedback is an integral part of the process.. Gloss over it at your own peril.

## TRUTH BOMB #3

**Websites CAN be built in one week but... watch out for tripwires in timetables.**

Being in a hurry\* for a site is fine (and very common), however I encourage you to place reasonable expectations on yourself. Knowing what pages must be rushed through and what pieces can be finessed later will help you hit the deadline but also make space for proper creative process. Unseen life-events might slow you up in presenting the whole vision...that's no reason to lose faith; there are always ways to weave magic and create a gradual reveal.

\*Of course, if you're one of those super humans who are all organised with images, text, logos and branding style ready to go - one week is totally possible!

## TRUTH BOMB #4

**Adding new branding half way though the project is CHANGING THE BRIEF!**

Sudden whacks of inspiration are fantastic but not so much when a project has been designed to suit on one style - then things change - and it gets squished into wearing a different mis-fitting mask. Little tweaks or pre-planned changes are absolutely fine (e.g. if you're having a photoshoot done mid-way for new slick images... but it's not going to change the branding colours).