



Alex Alonso's ABCDs For Saying YES or NO to a New Client

*Alex Alonso of **mr alex TATE** carefully considers each of these criteria before onboarding a new client, and you should, too!*

A: Actionability

Does this project make sense for our studio right now? Can we deliver the expectations?

B: Budget

Does the client know the budget and are they willing to share? Is it realistic for their expectations?

C: Chemistry

Is there good communication? In what ways is this a good fit? Are there red flags?

D: Design

Is this something we want to do? Is this something we need to do? Will this contribute to our portfolio? Is our interpretation of the client's vision what they actually want?