

# THE CLARITY AUDIT

## 10 QUESTIONS TO STABILIZE YOUR CLIENT COMMUNICATION

1. What result am I asking for? Be specific.
2. Is the deadline clearly stated (date and time)?
3. Did I name the implication if the deadline is missed?
4. Could five people read this and interpret it the same way?
5. Am I hedging my authority ("just," "whenever," "if you don't mind")?
6. Is this a one-question email if the answer is critical?
7. Does this reinforce my process — or dilute it?
8. Is this decision documented clearly in writing?
9. Is the communication container defined (how and where feedback is submitted)?
10. Would this make a six-figure client feel confident and safe?

**SYSTEMS CREATE ORDER. COMMUNICATION  
CREATES MEANING. WHEN THE TWO ALIGN, YOU  
CREATE COHERENCE — AND THAT'S WHERE  
STABLE, PROFITABLE DESIGN FIRMS ARE BUILT.**

