



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

Presented by Ben Maden, Web Consultant

*Matter*

**Yep!**

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*Matter*

**But why do you feel that  
way?**

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# The phone rings...



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# A potential client...



*Matter*

# They want a website & more...



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# Happy Dance.



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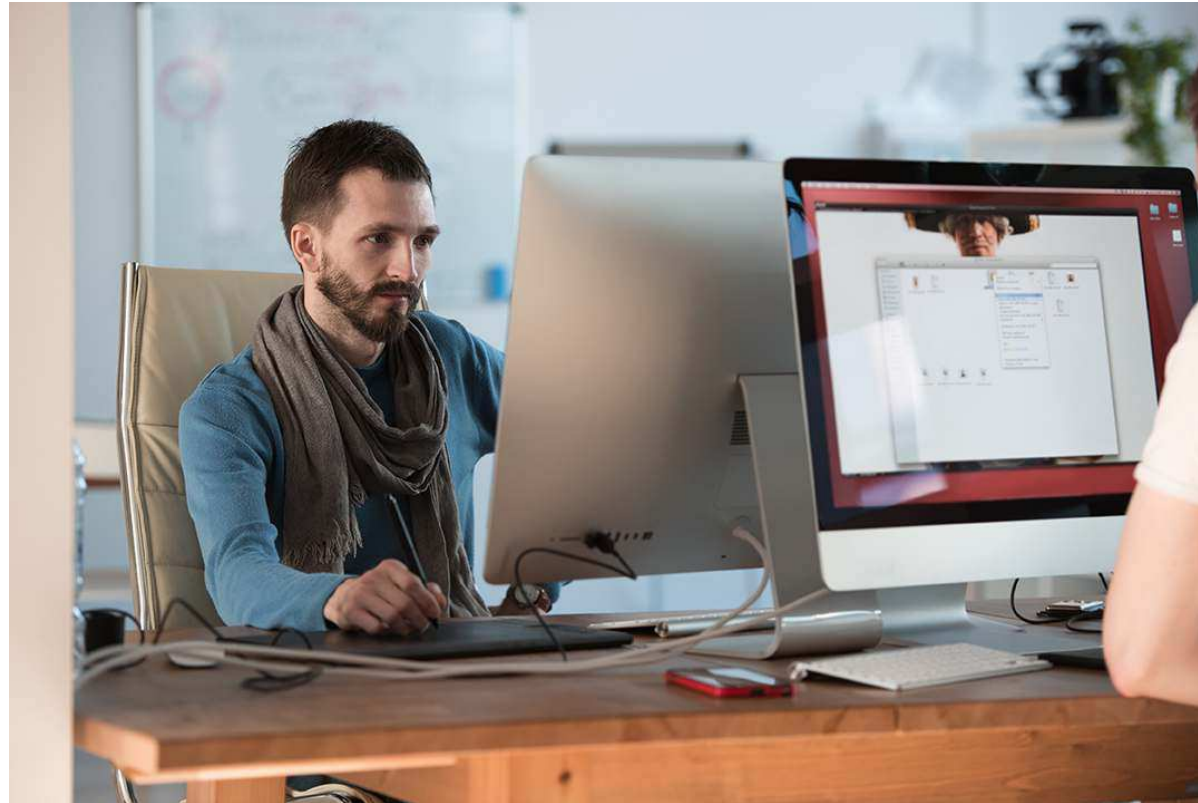
**Sad story, they're complaining...**



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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.**



*Matter*

**It is. Oh no.**



*Matter*



# They're a good team.



*Matter*

**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...**

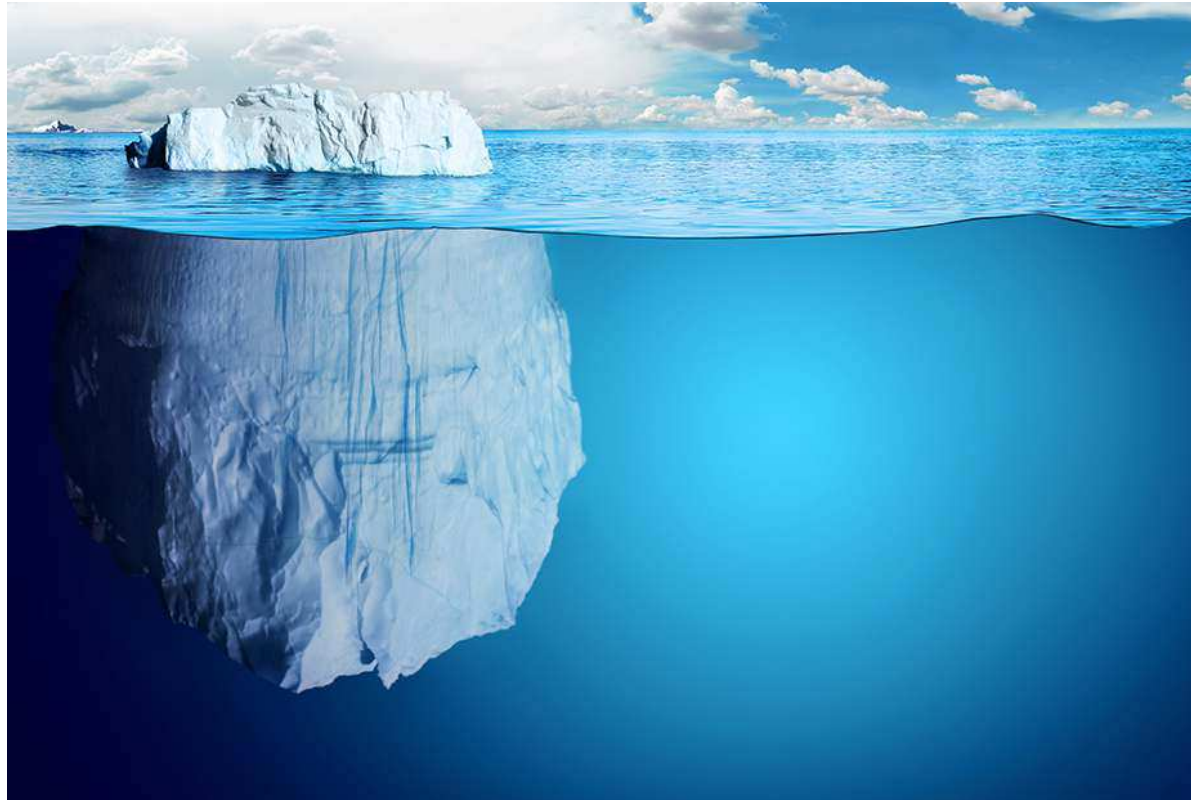


**You're in the shower.**



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**The hot water stops. Eeek!**



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# Go to the hot water system.



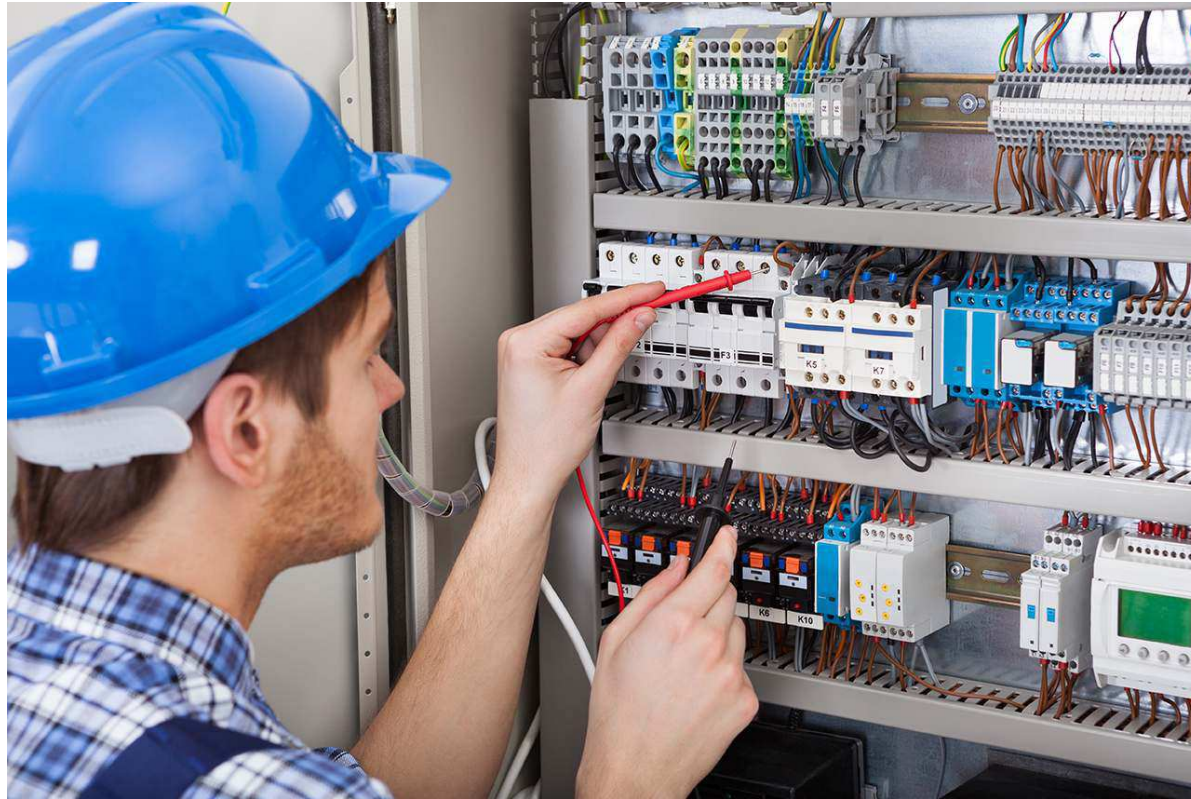
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## **Solution...**

**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.



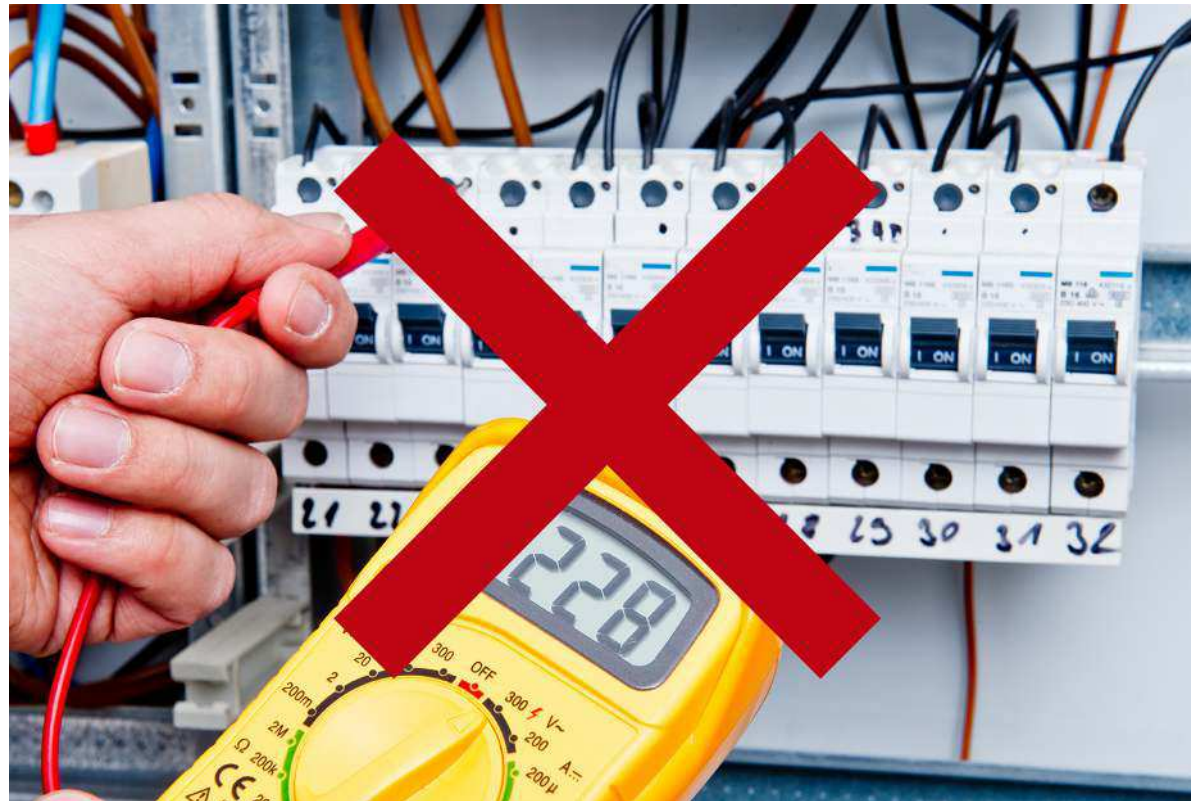


# Who are you going to call?



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# Plumbers don't do electrics.



*Matter*

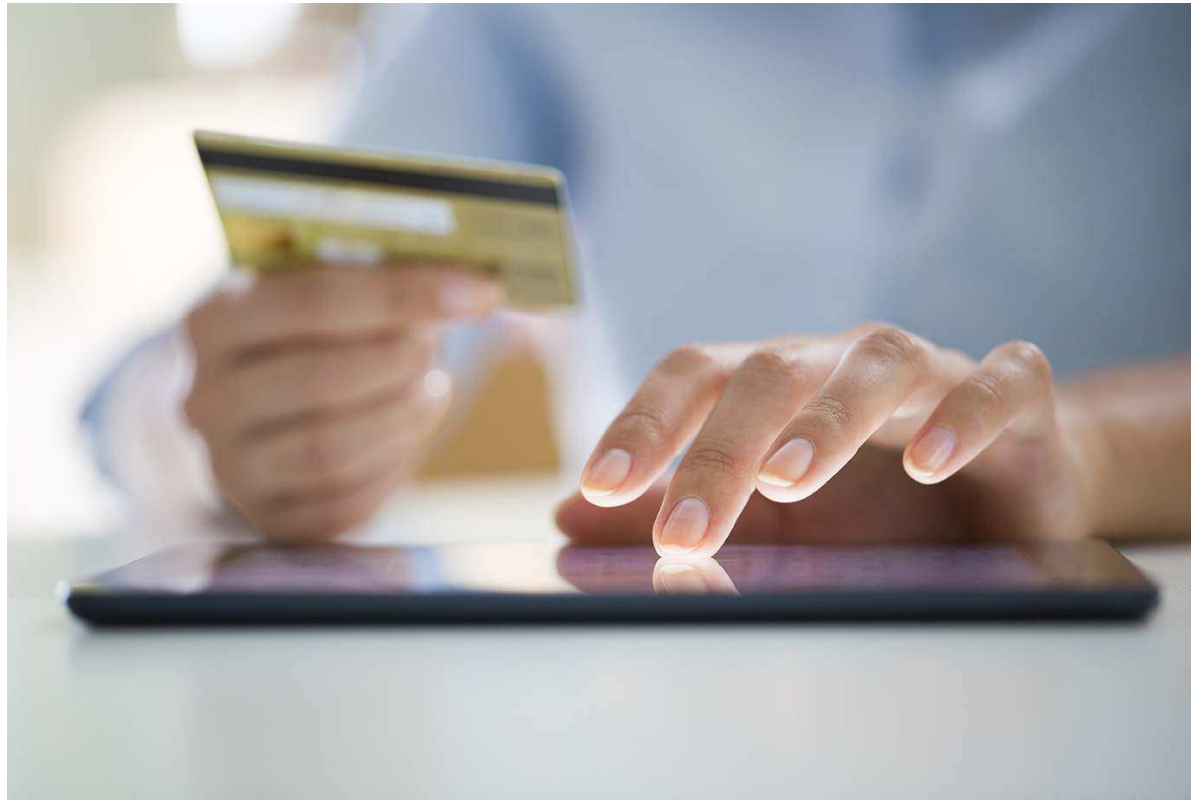
**Electricians don't do pipes & leaks.**



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



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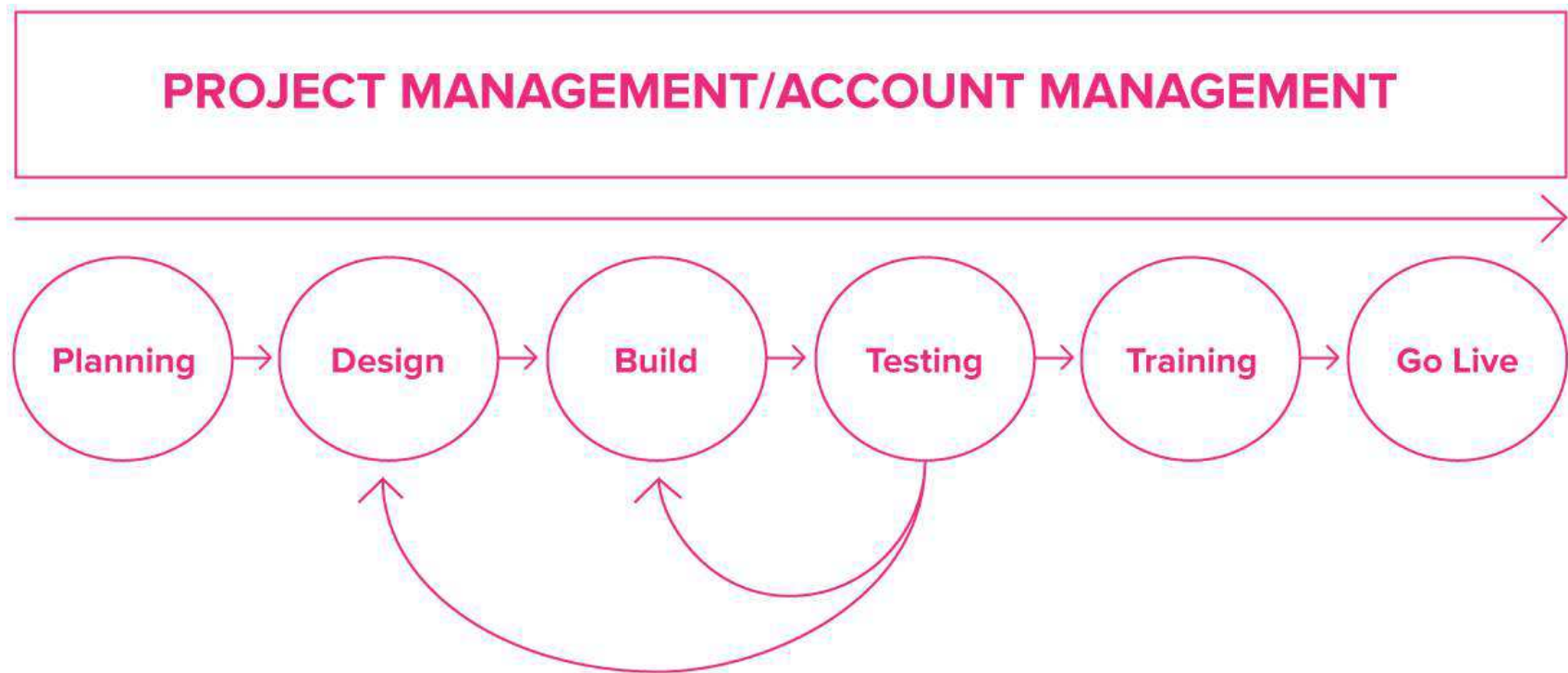
**Back to the digital world**

# Web Design & Development has changed over the years



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# Building a Website involves...



**2000 → 2005**

**“I’m a web designer” = All the things**

**WEB DESIGNER**

Design

Web design

Cut up into HTML/CSS

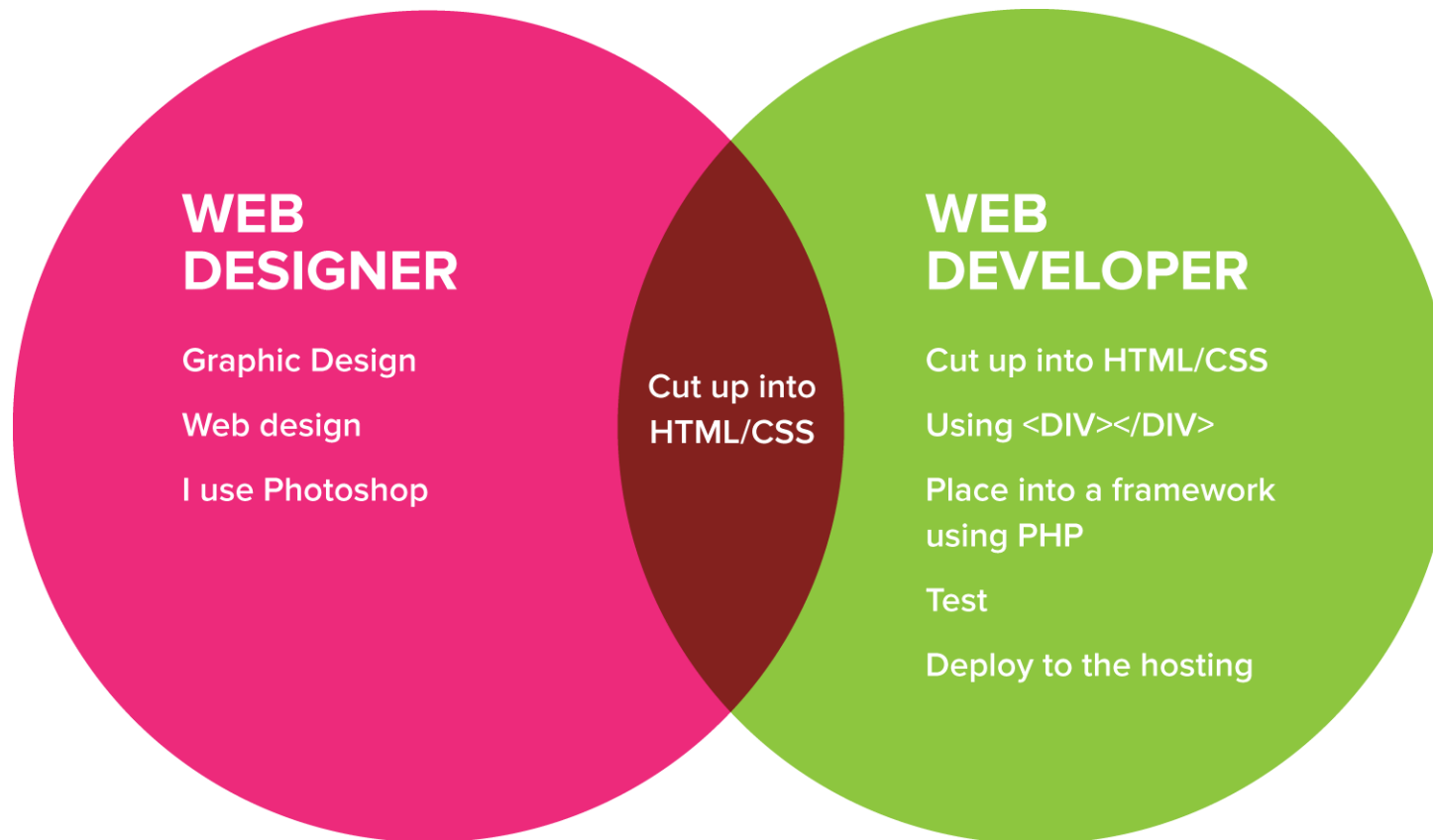
Using `<TABLE></TABLE>`

Place into a framework using PHP

Test and deploy to the hosting

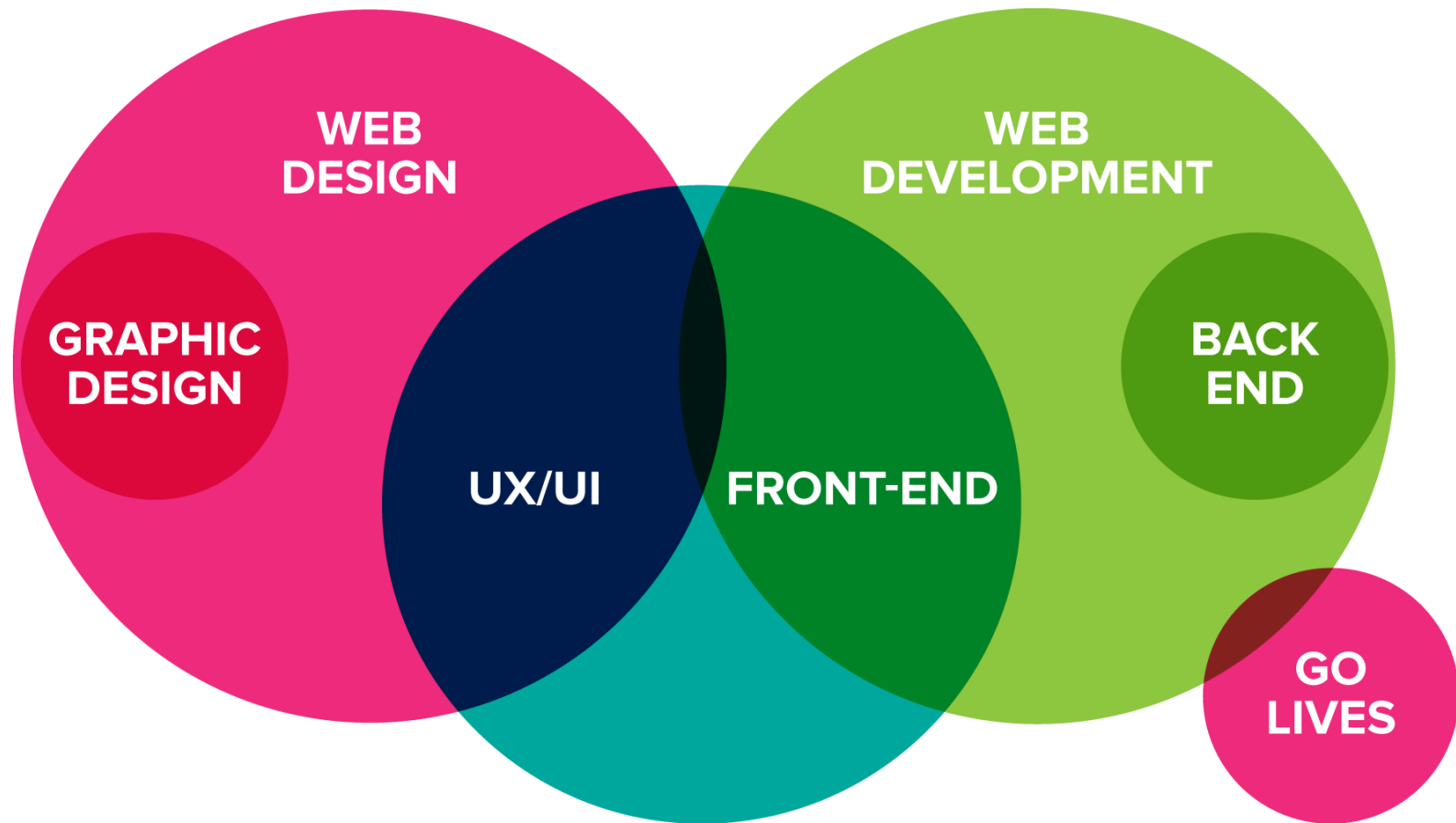
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# 2005 → 2010. I am...



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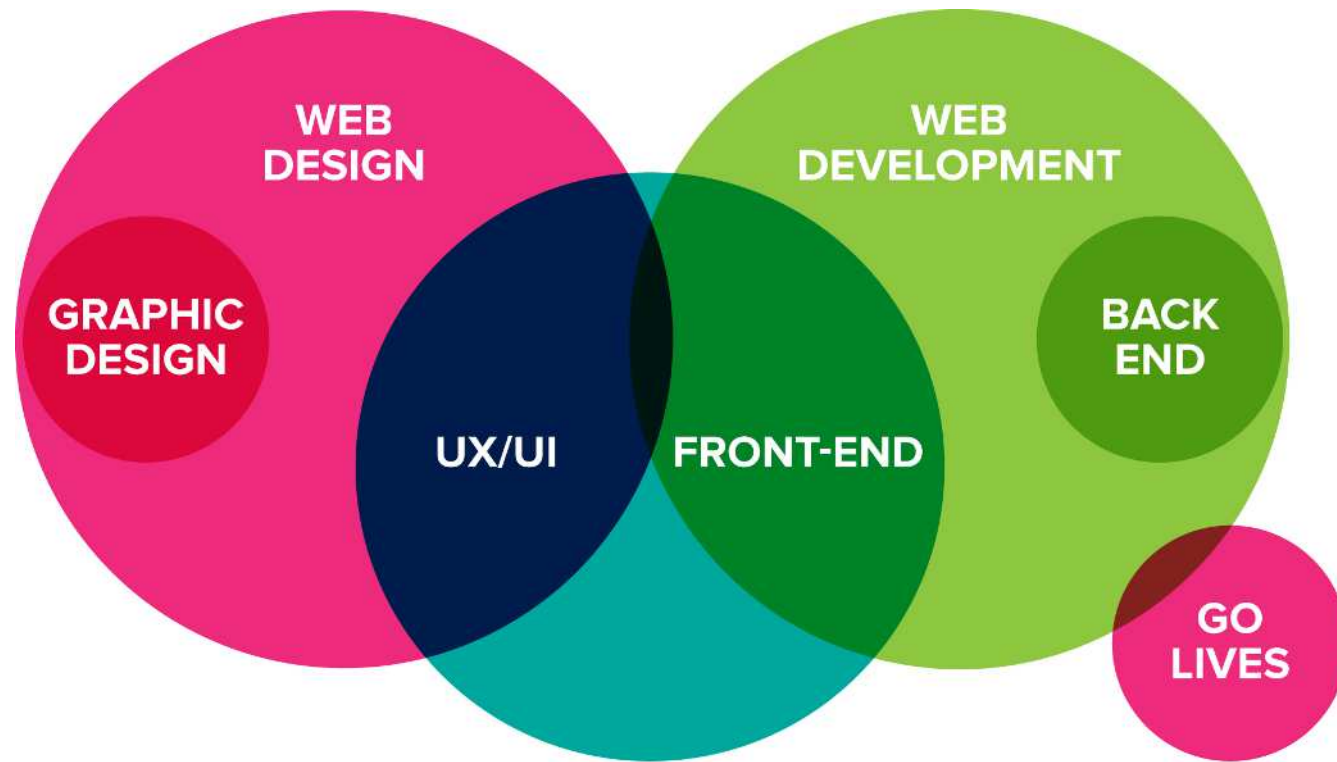
**2010 → 2013**



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**2014 → 2015+**



└───────────┴───────────┘ **FULL STACK** └───────────┘

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# Better, more professional.



*Matter*

# 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?**



*Matter*

**I talk to clients all the time...**



*Matter*

# 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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*Matter*

# 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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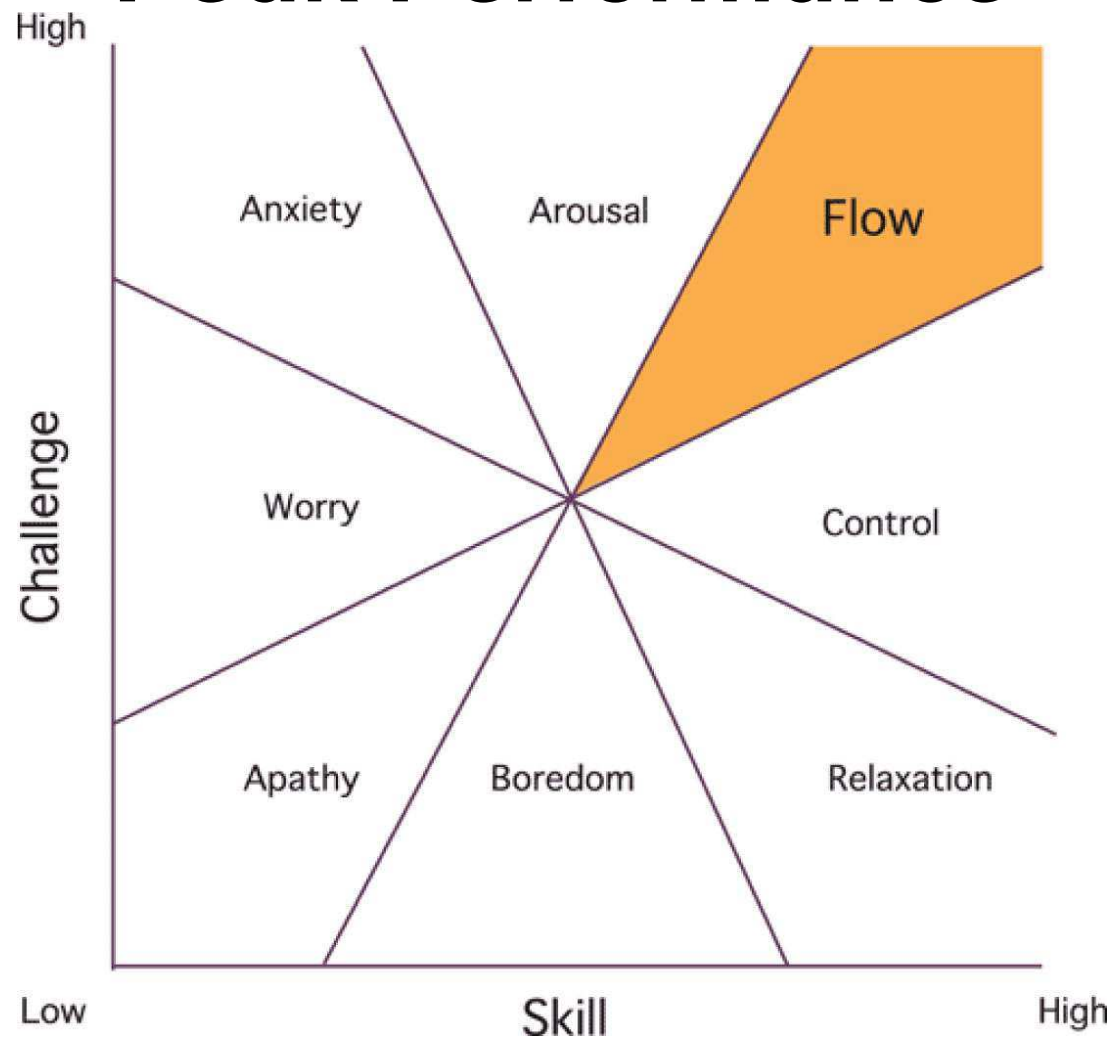


**We're not immune.**



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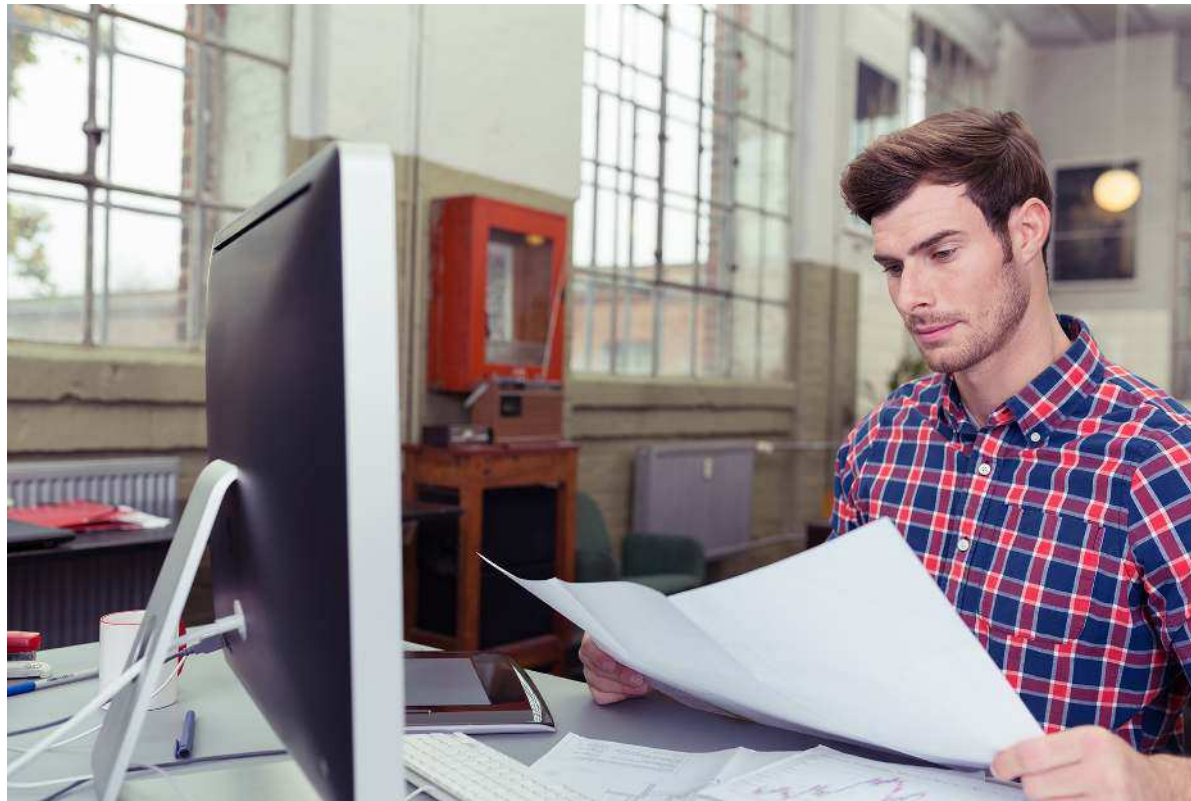
**Partner with people who don't want to do what you do and vice versa.**



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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?

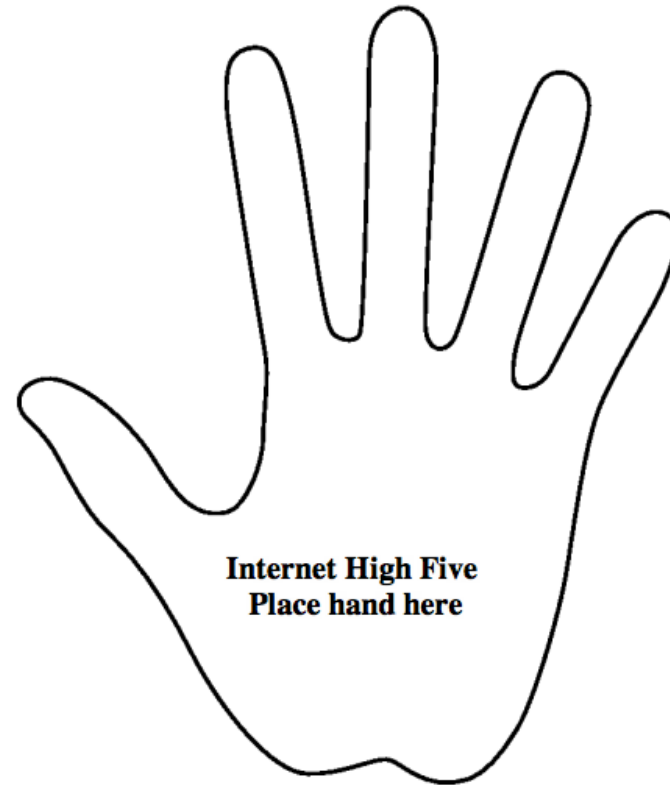


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