

WHEN THE  
CLIENT  
SAYS...

“JUST  
DO YOUR  
THING.”



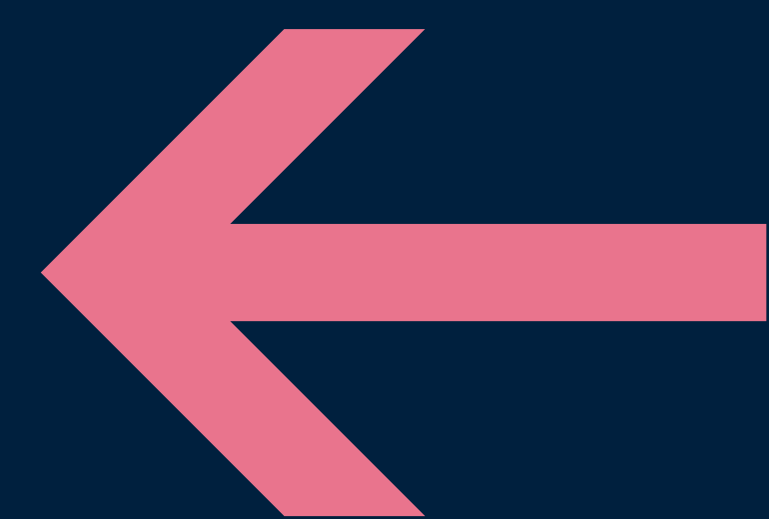
It might sound  
like you are given  
carte blanche—  
to do whatever  
you want.



IT'S  
NOT.



You'll be  
tempted  
to get  
started.



BUT DON'T.

Instead, ask—

“Are you explicitly giving me permission to do whatever I want?”

“You’ll just love it?  
No questions asked?  
No revisions?”



UNLESS THE  
ANSWER IS YES...

Follow up with—

“If not, we should have a conversation about your expectations, goals and how you’ll measure success.”