

FOCUS ON **QUALITY** NOT **QUANTITY**

communicate
consistently

Unless you are a very
talented creative generalist,
you should be a specialist.

do not do work for free

do not be bitter

**TAKE
RISKS**

track your **billable** & **non-billable** time

PRICE
HIGH

WORK
LESS

SAY THANK YOU

*Do not make assumptions;
ask good questions.*

TAKE A VACATION

think “relationship curation” not “sales”

Fire one client a year (it feels good)

**SPEAK
UP**

do **great work** for **great clients**

A Designer's Manifesto / Emily Cohen / emilycohen.com

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