

# Providing Effective Feedback

Your input is important and totally necessary to guide my work. We may not get everything right on the first try. That's not just okay; it's part of the process. Our work together can (and probably will) be iterative.

Here's how you can provide me with effective feedback, so I can really earn the money you're paying me for your project. The magic happens when your hard-earned skills and expertise come together with mine.

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## GOOD FEEDBACK

- **Be honest.** If you don't like something, I need to know – now, not three weeks down the road.
- **Be specific.** Point out what, exactly, is not working for you, and why it's not working.
- **Ask why.** If you aren't sure what I was thinking, I'd love to explain the reasoning. Everything I've done for the project has a purpose.
- **Refer to your goals.** Relate every piece of criticism back to your goals.
- **Relate to your audience.** Your audience should be top of mind for every decision or critique that you provide. What do they need? What will they love?

## NOT-SO-GOOD FEEDBACK

- **Involve everyone you know in the creative process.** We work best when you alone serve as the expert on your company and its audience. Art made by committee is rarely successful.
- **Take things personally.** If I missed the mark, I need to figure out why and move closer to our mutual target. If I disagree with you, it's because I'm thinking about your goals and your audience. It's not personal, it's business.
- **Do my work for me.** Please give me written or verbal instructions about what isn't working; don't redo my work to illustrate your point.
- **Prescribe fixes.** You're paying me to provide solutions. Explain the problem and I'll pitch potential fixes to you, based on my research, experience and skills.