

How to thrive with different clients

The Client Colour Cheatsheet from the book ‘Growing Happy Clients’

Client Colour Personalities

There are four main colours for client personalities. Each colour has a different approach. Note: nobody is just one colour, but always a mix of two or three, with one dominant colour.

Red: Goal-Oriented Clients

Ready to go-go-go and determined to reach their goals

Characteristics

There’s no good and bad colours. Every colour just has its good and bad sides. It’s up to you to be aware of them.

- ✓ Quick decision-makers
- ✓ Bring in a lot of ideas
- ✗ Sets deadlines on ‘yesterday’
- ✗ May undervalue process/basics

How to recognize

To understand what type of person the client in front of you is, you need to know how to spot them. Here are some tips:

They are direct in language and go open into meetings. Their favourite phrase you’ll hear is “Deadline? Yesterday!”

Collaboration Tips

Here are the quick tips to remind you of what to do. Read chapter 3 of ‘Growing Happy Clients’ for more context.

- ➔ Be proactive in taking next steps
- ➔ No ‘Yes sir’: Also give pushback
- ➔ Show how the process helps to reach the goal

Yellow: Visionary Clients

Big thinkers of the world, who vividly foresee the future

- ✓ Willing to take risks easily
- ✓ Enthusiastic about long-term
- ✗ Gets sidetracked quickly
- ✗ Dreams too big to get it done

They often use softer language and go open into meetings. Their favourite phrase you’ll hear can be anything with the words ‘for the bigger picture’.

- ➔ Dream big, but start small
- ➔ Keep things extra data-driven
- ➔ Give them a strict process to be creative within

Green: Process-Oriented

The engines that make things happen together

- ✓ Hard workers / people-pleasers
- ✓ Understanding about processes
- ✗ Rarely give feedback / critique
- ✗ Prioritize long-term > quick wins

They use softer language and come prepared to meetings. Their favourite phrase you’ll hear is “How to get the team onboard with this?”

- ➔ Show the wider business impact
- ➔ Help them ‘manage up’ internally
- ➔ Keep conversation open: make them talk fears/frustrations

Blue: Researcher Clients

Fellow data lovers, who want to get it done the right way

- ✓ Makes data-driven decisions
- ✓ Have their CTA/LTV/CR’s in order
- ✗ Risk-averse/over-analyze things
- ✗ Always ask follow-up on claims

They come very prepared to meetings. Their favourite phrase you’ll hear is “Can I see the calculations behind that?”

- ➔ Always have your data ready
- ➔ Show your most organised self
- ➔ Remind them of the 80/20-rule: higher speed brings more result

Purpose: This canvas is intended to remind yourself of how to work with different types of clients. For clarification, read the book ‘Growing Happy Clients’
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Pro Tips for the Client Colour Cheatsheet
1) Remind yourself that every client deserves interaction that suits them, by hanging this cheatsheet on your office wall.

2) This cheatsheet is made as an extension for the book ‘Growing Happy Clients’. Read subchapters 3.1 up to 3.8 for more information and explanation for all bullet points mentioned above.

