FREE FILE

"Make it pop" is the most expensive feedback in a design project.

Before anyone opens a design file, fill in three lines.

Why it works: a designer can't make something pop, look cleaner or look more modern. A designer can make something that gets 20 leads, for first-year founders, who book a call.

LINE	ASK YOURSELF	EXAMPLE (INVENTED)
Goal	What should this design make happen?	20 leads a month
Audience	Who is it for?	Founders in their first year
Action	What should they do next?	Book a call

YOUR BRIEF

Goal:

Audience:

Action:

1. One goal. If you have two, pick the one that matters this month.
2. One audience. "Everyone" is not an audience.
3. One action. One button, one next step.

YOU NOW HAVE A BRIEF

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Or hire us. We turn your goal, audience and action into a finished design.

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