

Template:

3 Tricky Client Conversations, Explained

DELETE THIS PAGE

Championing your style and pushing back against requests to adapt your work can feel a bit like crossing an invisible line. As professionals, it's part of our job to carry out a client's requests. There may be little you can do to change someone's mind or to sway the direction of a project, but in others, clear communication can take you far.

In this section, we provide templates that you can use as conversation starters for four scenarios. Refer back to our [Warm Up](#) for more information!

-
1. Use this template if you haven't updated your portfolio, and a client gets in touch referencing outdated work.

Hello!

Thanks for reaching out.

After reviewing your moodboard, I'm realizing the work you provided from my portfolio reflects an older style I don't utilize as much anymore.

I'd be happy to work with you in my more updated style—please see the work attached for reference. I feel confident we can find a happy in-between.

Looking forward to discussing further!

-
2. Use this template if you're questioning whether you're the right style fit for a job—but you're up for the challenge of trying something new.

Hello _____,

Thanks so much for reaching out and for your question about my style flexibility.

While I tend to only work in [insert style or type of illustration], I'd be curious to hear more about your project's needs. My work tends to lean more toward [insert direction], but I'd be happy to take on [insert client's request].

However, because this style is a departure from what I normally do, it's likely I'll need more time to execute the work.

Happy to discuss details whenever it's convenient!

3. Use this template if you've been asked to emulate another illustrator's style.

Hello _____,

Thank you for sending over your moodboard.

As I look over the images here, I'm seeing that a lot of the work pictured is not reflective of the style shown in my portfolio. While I'm happy to discuss what makes these particular illustrations compelling, I'd love to talk more about how I can help craft work for your company that feels truly unique to your needs.

Let's hop on a call to chat about the best way to move forward!

4. Use this template if you're reaching out to your dream client.

Hello _____,

My name is [insert name] and I'm a [insert the medium you use or a short descriptor, like "watercolor artist who primarily focuses on landscape"].

I'm a long-time admirer of your work, particularly [insert a project or illustration that's caught your eye]. In my own practice, I've completed a few projects I feel match the type of content your company does so well. You can find examples in my portfolio [insert link to website].

I would love to discuss a potential collaboration if your team is open to new work. I'd also be happy to share more about what I do if you're interested.

Thanks in advance for your time—I look forward to hearing from you!