

## GIVING EFFECTIVE FEEDBACK

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Your input is so important to this project. I may not get everything right on the first try and that's okay. Here's how you can provide me with effective feedback, so I can really earn the money you're paying me for your site. The magic happens when your hard-earned skills and expertise come together with mine.

Here's how you can give me **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 my 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?