

ninety-nine
prompts

to help with literally any graphic design problem

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The Code

Use this to help you figure out which prompt to use.

Casual: You guys could be pals. You like this client, you're having fun, and they're respectful.

Formal: This client is a bit prestigious and requires office-speak. They're corporate and you need to play it safe so you don't risk offending anyone.

Firm: This client has caused you a bit of trouble and needs obvious prompting without fluff. They need to be reminded that you're the boss and to not be late with feedback or payments.

Let's get into it!

Process

Invoicing for Deposit | Starting a Project | Sending Over Concepts
Helping an Indecisive Client

Invoicing for Deposit

Casual

Hi [name]! Please find your invoice for [X%] deposit attached. Once you get this one paid, you'll be officially booked in and I'll send you a receipt and written confirmation of your booking date. Let me know if you've got any questions or concerns. Cheers!

Formal

Hi [name], please find your invoice for [X%] deposit on the [name of project] attached. Payment of this invoice confirms your booking slot for [date]. If you have any queries about the project process or anything contained in this invoice, please let me know. Kind regards,

Firm

Hi [name], I have attached your invoice for [X%] deposit. Please have this paid by the due date of [date] and I will be able to confirm your project booking. Many thanks.



Q: What if they don't want to pay the deposit?

A: Immediate red flag, don't move ahead with the project.

Starting a Project

Casual

Hi [name], it's time to get started on your project! I'm beginning the first draft today, and will get back to you by email with the initial round of concepts in a few days. Let me know if you have any questions in the meantime. Thanks!

Formal

Hi [name], just a quick email to confirm commencement of your project today. I'll be in touch in [X amount] business days with the first round of drafts. Until then, don't hesitate to ask if you have any questions. Kind regards,

Firm

Hi [name], your project commences/commenced on [date]. Please upload your relevant documents into [link to folder] so that I can get started. Thanks,

Sending Over Concepts

Casual

Hi [name], hope [you're having/you've had] a great week. Please find your [1st/2nd/3rd/etc] draft attached. [Insert brief rationale about process to describe the designs to your client] Let me know what you think! Cheers,

Formal

Good morning/afternoon [name]. Please find attached the [1st/2nd/3rd/etc] draft for the [name of project] project. [Insert brief rationale about process to describe the designs to your client]. Please let me know by [X date] how you'd like to proceed with Draft [2/3/4/etc]. Kind regards,

Firm

Good morning/afternoon [name], please find attached the [1st/2nd/3rd/etc] draft for the [name of project] project. [Insert brief rationale about process to describe the designs to your client]. Please ensure feedback is delivered to me by [X date] to ensure I can complete the designs on time, noting that late fees are applicable due to client delay as per the Terms. If you have any questions or concerns, please let me know. Thanks,

Helping an Indecisive Client

Casual

Hi [name], just following up on my email on [date]. Did you get a chance to look over the designs? Let me know if you need any help or advice. Cheers,

Formal

Hi [name], I'm emailing to follow up on my email sent on [date]. Have you had a chance to look over the designs? If you need any assistance providing your feedback, please feel free to give me a call on [phone number] or we can book in a Zoom meeting. Kind regards,

Firm

Hi [name], I'm emailing to follow up on my email sent on [date]. As delays mean you might be liable for late fees, it's important that your feedback is provided in a timely manner. Is there anything I can do to help speed the process along? I'll follow up again if I don't hear from you in a few days. Thanks,



Q: What if the client genuinely just takes ages to reply?

A: Simply charge them late fees for the privilege.

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