

Client red flags guide

Bonus materials

None of these means walk away on its own. Two or three together is worth paying attention to.

FLAG	WHAT IT USUALLY MEANS
Pushback on the deposit	Paying is going to be hard all the way through.
The last three suppliers were all useless	The common factor is on the call with you.
Vague about who decides	You'll present to one person and be overruled by another.
Wants it done yesterday	Urgency that has nothing to do with the work.
Asks for "a quick look" before signing	Free work, with a second round to follow.
Won't write anything down	Every agreement will be remembered differently.
Flatters you a lot on the first call	Sometimes fine. Often the setup for a discount ask.
Wants to skip the process	The process is what they're paying for.

What to do

Ask about it on the call. "I've noticed we haven't landed on who signs this off. Who would that be?" Often that clears it. If it doesn't, you've learned something useful.