

10 ways to

SHOW

DON'T

TELL

And get yourself some clients.



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***‘Show people you’re the shit at
what you do. They will come’.***

– A wise man.



But how do you prove your
competence?



Definitely not by swiping on Tinder.

Let's dive in.



1. Case studies

Choose a project you're proud of,
and break it down.



2. Expert tips & tutorials

Share a quick video on how to do something you're good at.

It shows you know your stuff.



3. Industry insight

Share content about a current trend in your industry. Thought leadership.



4. Behind the scenes

Show your process as you
make something.

Timelapse, sketches, mood boards.



- 5. Answer common questions**
- 6. Show success metrics**
- 7. Guest feature / collaboration**
- 8. Share professional development**
- 9. Critique something / review it**
- 10. Show proficiency with tools**



Save this post and go get
yourself some clients.

