

THE **DOMINANT** DESIGNER

**BONUS
CHEAT SHEETS**



JEFF WOOD

For more information:

www.jeffwoodcreative.com

For questions and comments:

jeff@jeffwoodcreative.com

For continued insights:

 [@jeffreyjwood](https://twitter.com/jeffreyjwood)

DESIGNER,

Thank you for downloading these *Dominant Designer* cheat sheets. I have found a need to constantly review and refresh the few important principles that make the huge differences in my career. I use these cheat sheets to glance at right before going into the applicable experience.

The Dominant Designer's purpose is to help designers overcome all the internal and external obstacles preventing them from loving their career, earning more money, getting more respect, and enjoying more freedom at work. When these things happen, brands and clients get unfiltered great results and they benefit as much if not more from the designer's transition.

You are on the right path. Keep up the good work and enjoy yourself.

If you like what you read and have not yet purchased *The Dominant Designer*, you can buy the full copy [here](#).



DOMINANT DESIGNER CHEAT SHEET: IN-PERSON INTERVIEW

- ☐ Have energy, confidence, and enthusiasm
- ☐ Maintain good, relaxed posture, do not touch face, and be the last to look away
- ☐ Be complimentary of all past jobs and clients
- ☐ Smile and joke to show work and life are fun and easy
- ☐ Speak of past accomplishments with modesty. Discuss the strategy that lead to the results in detail and let the intelligence of the approach speak for itself, but speak of the great results as if you got lucky to show humility.
- ☐ Share data on their company and industry, share details of what you will do with their brand, and make recommendations for their creative efforts and tell them that whether you work together or they go with another designer, this is what they should do
- ☐ Guide conversation to these three strengths that uniquely benefit their company:
 - 1.
 - 2.
 - 3.



DOMINANT DESIGNER CHEAT SHEET: PHONE INTERVIEW

- ☐ Have confidence, energy, and enthusiasm
- ☐ Speak loudly and clearly
- ☐ Distract yourself with a ball or flip through magazine
- ☐ Be complimentary of all past jobs and clients
- ☐ Speak of past accomplishments with modesty. Discuss the strategy that lead to the results in detail and let the intelligence of the approach speak for itself, but speak of the great results as if you got lucky to show humility.
- ☐ Share data on their company and industry, share details of what you will do with their brand, and make recommendations for their creative efforts and tell them that whether you work together or they go with another designer, this is what they should do
- ☐ Guide conversation to these three strengths that uniquely benefit their company:
 - 1.
 - 2.
 - 3.



DOMINANT DESIGNER CHEAT SHEET: GROUP MEETING

- ☐ Have energy, confidence, and enthusiasm
- ☐ Walk in with a sense of purpose
- ☐ Casually sit next to the most important person in room
- ☐ Do not fidget or touch your face
- ☐ When you speak, use few words and speak slow
- ☐ Share data you've gathered that others are unaware of and show that you have formed opinions based on the research you gathered



DOMINANT DESIGNER CHEAT SHEET: INDIVIDUAL MEETING WITH BOSS

- ☐ Have energy and confidence
- ☐ Look relaxed and happy
- ☐ Take up plenty of space (be the gorilla)
- ☐ Be the last to look away (eye contact)
- ☐ Maintain good, relaxed posture and do not touch face
- ☐ Speak as a partner, not an employee
- ☐ Ask plenty of questions that will get a “yes” response



DOMINANT DESIGNER CHEAT SHEET: EMPLOYEE REVUE

- ☐ Have certainty beforehand that it will go well
- ☐ Stay relaxed
- ☐ Speak and listen as a partner, not an employee
- ☐ Never be defensive. If you disagree with anything, ask follow-up questions to better understand how they arrived to that conclusion
- ☐ Own your mistakes and insist on creating a detailed plan of action for improvement
- ☐ Keep your remarks focused on the core reason you are there: to make the company money and increase their customers



DOMINANT DESIGNER CHEAT SHEET: PITCHING AN IDEA

- ☐ Have energy, confidence, and enthusiasm
- ☐ Walk in with a sense of purpose
- ☐ Believe everybody is going to like your idea
- ☐ Stay as relaxed as if you were with your best friend
- ☐ Share data and research to support your idea
- ☐ Speak slowly, loudly, and calmly
- ☐ Ask if anyone has any target market or industry insights to add to the discussion



DOMINANT DESIGNER CHEAT SHEET: NEGOTIATION

- ☐ Have certainty beforehand that it will go well
- ☐ Stay relaxed and play like you have nothing to lose
- ☐ Do not state your current salary. Either decline or offer a total compensation amount that factors in benefits, vacation, bonus, and potential for raise
- ☐ Play like this is just one of many great opportunities, thus you have nothing to lose. Behave like it is just a practice session
- ☐ Consider any advantages you have with time, information, or power. Memorize them inside and out.



DOMINANT DESIGNER CHEAT SHEET TEMPLATE:

☐☐☐☐☐☐☐☐☐☐



DOMINANT DESIGNER CHEAT SHEET TEMPLATE:

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



DOMINANT DESIGNER CHEAT SHEET TEMPLATE:

☐☐☐☐☐☐☐☐☐☐



DOMINANT DESIGNER CHEAT SHEET TEMPLATE:

☐☐☐☐☐☐☐☐☐☐

ABOUT THE AUTHOR

Jeff Wood is dedicated to helping designers and businesses maximize their results through getting really good at what matters and ignoring the white noise.

Over his career he has designed for Microsoft, Samsung, the NBA, the NFL, Pepsi, Nationwide Insurance, Adidas, Lenovo, the Kentucky Derby, The U.S. Olympic Committee, Delta Airlines, The U.S. Tennis Open, Carmax, AT&T, The Golden State Warriors, The Seattle Seahawks, XBox, Zappo's, Covergirl, BYU Athletics, and NC State Athletics.

He graduated from Brigham Young University with degrees in Mandarn Chinese and Advertising Communications, as well as a business management minor.

Jeff currently resides in North Carolina.