

LINDY
JOHNSON

How to create a pipeline of work

1. Do's and don'ts of marketing
2. How to connect with more clients

Mistakes Architects make with their most important marketing tools:

- website
- social media

**These mistakes stop you
from connecting with
your clients.**

Website:

- Your website doesn't reflect your brand
- You're not explicit about who you are
- You're not explicit about the market you're in

Website:

- You've written your text for your peers, not your clients. Don't use Archi-speak!
- Your text prioritises your WHY, not your client's WHY
- Your text prioritises your PROCESS, over the WHAT

Website text example — what not to do

About

We are a visionary innovative multi-disciplinary firm that creates positive change in the built environment. We work together with our clients to come up with creative design solutions to solve problems that create unique spaces.

About

We're an architecture and interior design firm with 20 years' experience designing new homes and renovations in Sydney's Eastern suburbs.



Website text example — what not to do

About

We approach design as a convergent, interdisciplinary venture that aspires to bridge the utopian and the pragmatic. Instead of separating aspects of architecture, urbanism, landscape, history, social systems, and codes into their constituent disciplines, these essential design ingredients are simultaneously explored so that minimum form gains maximum effect. In this way sustainability emerges as an integrated rather than additive result.

Website:

- You don't know the power of a good image
- You don't use graphic design wisely
- Often, your navigation is unnecessarily complex and off-putting for your clients

[ABOUT](#) [PEOPLE](#) [DISCIPLINES](#) [SECTORS](#) [NEWS](#) [CONTACT](#)

ABOUT

Who We Are
Innovation Capitalisation™
Visualisation
History

contact

Get In Touch

Your Name *



Email Address *

Phone Number *

Address *

Your Message *

Submit Enquiry

Website graphic design example — what not to do



Website:

- Consider SEO when writing your text
- Increase links to and from your website
(for example — use your email signature block to encourage clients to visit your website)
- Share articles you're published in on your website

**Meet our
new Partners**



Bouwman House
Designed for a young family in
Sydney's Inner West

[Read More+](#)

**Creating a pipeline of work
is all about connecting with
more clients.**

You have to do it.

No excuses!

Step 1 – Client database

- Establish or improve your client database
- List your existing clients, prospects, referrers/influencers, and past clients
- Don't make your list too extensive. Keep it tight and targetted



updates



projects



companies



contacts



events



team



tasks



meetings



lists



images



set texts



documents



tags



categories



account settings



sysadmin

PROJECTS

Add new

Import

Search

Map Search

VIEWS

Your Pipeline

Your projects

All projects

All proposed

All won + active

All completed

All closed

Feature Projects

This month

Projects Overview

Pipeline Analysis

Pipeline History

LISTS

Add new list

Education Projects

LOCATION

Brisbane

Canberra

International

Melbourne

Singapore

Sydney

Your project pipeline

Proposed - Monitoring / long term (2)



Sydney Harbour Bridge Museum

The NSW State Government, through the Bradfield Trust

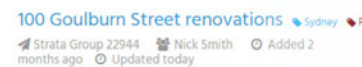
Property NSW Nick Smith 1 Open Task
Added 1 month ago Updated 3 weeks ago

The pink mansion in St Lucia

Restore the mansion to its former glory

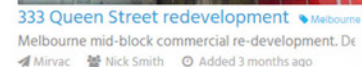
Joel Tregear Grimshaw Architects Added 5 months ago

Proposed - Bidding (5)



100 Goulburn Street renovations

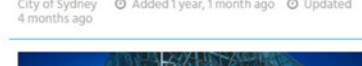
Strata Group 22944 Nick Smith Added 2 months ago Updated today



333 Queen Street redevelopment

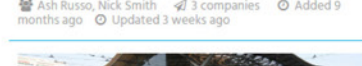
Melbourne mid-block commercial re-development. De

Mirvac Nick Smith Added 3 months ago



Chalmers Street redesign

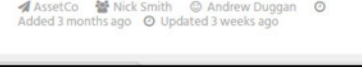
Commission from City of Sydney to redesign streetsc

Liam Casey, Christopher Bickerton 1 Open Task
City of Sydney Added 1 year, 1 month ago Updated 4 months ago

Federation Square

Potential redevelopment project!

Ash Russo, Nick Smith 3 companies Added 9 months ago Updated 3 weeks ago



Southern Cross Bus Station Refurb

Major refurb to the bus platforms in Melbourne's Sout

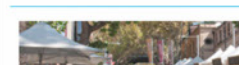
AssetCo Nick Smith Andrew Duggan
Added 3 months ago Updated 3 weeks ago

Proposed - Negotiation (2)



Art installations at several C

Installing art throughout the CBD

Canberra City of Sydney Ad
Michael Parker 1 Open Task
ago Updated 4 months ago

Rocks Domain

Upgrade to the Rocks public domain

NSW State Department of Family and C
Timothy Ball, Alexander Lawrie, Nick Smith
Bill Billings Added 1 year, 1 month
ago



updates

projects

companies

contacts

events

directory

tasks

meetings

lists

goals

images

set texts

documents

tags

categories

account settings

CONTACTS

Add new

Import

Search

VIEWS

Your contacts

All contacts

LISTS

Add new list

Former create+design staffers

Friday Client Lunch

5-Aug-2016

Invitees for Christmas Party

Newsletter recipients

Target contacts

Your contacts

select all | unselect all | clear filters | export to .xlsx

showing 29 contacts

Filters

Amelia Caro
BD Lead
email address acar@mirvac.com
Mirvac Nick Smith Updated today

Bill Ashworth Education
Chief Advisor
email address bbillings@drilldex.com mobile phone 04011256741
1 upcoming event 1 won project, 1 completed project DrillDex Corp. Christopher Bickerton Updated today

Bruce Longfield
Principal
Iona College Nick Smith Updated today

Christine Bickerton
Head of Robotics
Newheights Nick Smith Updated today

Frank Bright
Business Dev Manager
Property NSW Nick Smith Added 12 days ago

Frank Lloyd Wright
1 upcoming event Adler and Sullivan Ash Russo Updated today

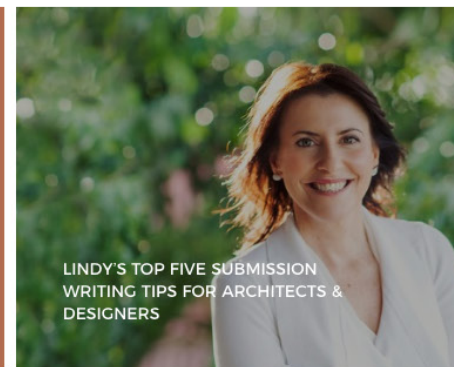
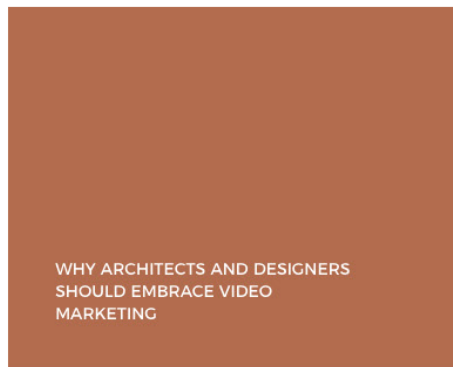
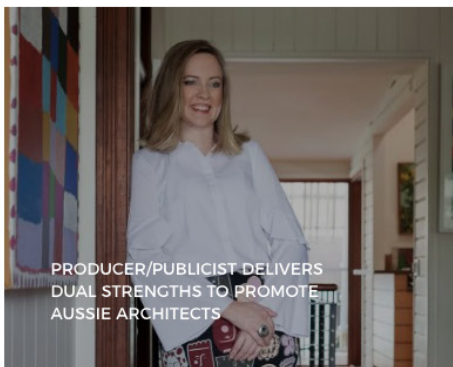
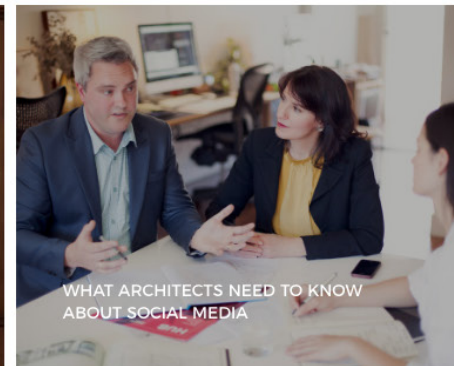
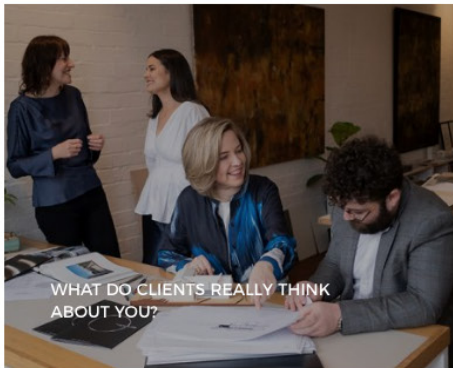
George Stephenson

Step 2 – Commit to business development

- Determine who is responsible for business development
- You need to spend dedicated time every day (or at the very least, every week) on business development

Step 3 – Market research

- Know and research your market
- LinkedIn is an excellent device to research clients in many markets
- Google search is also an excellent device to research clients



Step 4 – Social media

- Follow your clients, prospects & referrers on social media
- Comment and engage via social media
- Make sure your introductory text is clear about who you are and your desired market (so your market can find you)

Step 5 – Your events

- Consider hosting events in a range of locations (both in and out of your studio).

These events could include:

- + ZOOM presentations
- + Open homes
- + Boardroom presentations
- + Lectures & panel discussions



Tuesday 30 October 2018
6:00PM – 8:00PM (for a 6:30PM start)

In store at Avid Reader Bookshop
193 Boundary St, West End

Register for free at
www.avidreader.com.au/events

Tim Bennetton – Architect Designed Homes

Join architect Tim Bennetton and a panel of speakers as they discuss the benefits of engaging an architect for your renovation or new home.

There's a mythology that architects are out of reach for the average homeowner. West End local and award winning architect Tim Bennetton can prove this isn't the case.

Tim, alongside a panel of homeowners & renovators, will share their experiences of how working with an architect can be affordable, easy and enjoyable!

Panelists include:

- Nick Penklis, Managing Director, Space Property
- Fiona Jackson, homeowner
- Lisa Hatherly, homeowner

Tim Bennetton Architects is a small architecture practice based in Brisbane, working closely with homeowners to design new houses, renovations and extensions. Director Tim Bennetton is intimately involved in all projects.



**+ WHAT WOULD
GOOD DESIGN
LOOK LIKE IN AN
EDUCATION SETTING ON
THE GOLD COAST?**



THE BENEFITS OF DESIGN FOR DEVELOPERS

ZOOM PRESENTATION
15 PROSPECTIVE CLIENTS
5 EXISTING CLIENTS
5 INFLUENCERS/REFERRERS

Step 6 – Others' events

- Attend industry events
(i.e. the industry you want to work in)
- Attend your clients and referrers' events
 - + Your job at these events is to meet people and obtain their business cards (add these contact details to your database)

Step 7 – Speaking opps

- Offer to speak at industry events
(i.e. the industry you want to work in)
- Offer to speak at your clients or referrers' events

Step 8 – Engage & listen

- Follow up with everyone you meet
- Ask yourself whether there is an opportunity to arrange a one-on-one meeting (in a cafe, your studio, their studio)
- Listen out for market intel and opportunities for more work

Step 9 – Power of referrals

- Seek out referrers (people who can introduce you to more work)
- Be explicit with your existing referrers about your interest in receiving referrals
- Referrers can include builders, engineers, real estate agents, town planners, past and existing clients

Step 10 – Share your stories

- Share articles you or others publish that feature you or your work
 - + Write short articles (website & social media) focusing on most commonly asked questions. e.g. “Three ingredients to designing for a busy family” – new build or renovations

Step 11 – Don't set & forget


- Maintain your client database
 - + that means adding new contacts to your database
 - + delete out-of-date information
 - + delete contacts
- Connect with your clients on a daily, weekly, monthly, six-monthly basis (online & in person)

Marketing and communications


acumen.architecture.com.au/marketing

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Marketing and communications

 PRACTICE 29 August 2018

Architects, like all professional service providers, are in the business of persuasion. Winning new work, attracting a sought-after collaborator, or persuading a client to embrace a challenging design – it's all par for the course for architects wishing to influence someone's behaviour.

Marketing is your method of persuasion. In other words, marketing is the way in which you position yourself in the marketplace.

PRINT

SHARE

Marketing and communications	
Brand creation and implementation	
Event design and planning	
Publicity management	
Social media	
Website design and best practice	

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