

Running a Small Company

Mobile Project Development

Wish someone had told me sooner

Saving quickly and save furiously for FU money. It gives you the freedom to do whatever you want.

Promoting Your Company

Website with great SEO

Referrals

Email lists

Social networks (IRL + online)

Portfolio

Word of Mouth

Business Financials

- 10% of revenue goes to retained earnings.
- Pay yourself after project is done
- Track payments to yourself
- Track expenses
- Keep a buffer for overhead expenses
- Keep overhead expenses low

Business Financials

Most small businesses fail because they run out of money.

Keep overhead low. It's a liability.

As you grow, accountants will help.

Initial Contact

May come by:

- Phone

- Answer like a business
- Try to talk in a quiet place

- Email

- Email signatures: title, contact info, website

Try to avoid specifics like costs and technologies since those can easily change

Initial Meeting

- Come prepared and a way to show off the portfolio.
- Take notes so the client knows you're listening
- Again, try not to get too specific or promising too much. Wait to get back to think over the requirements. Ballpark figures are ok.

Proposal

- Write down all concerns and answers.
- If something was unclear in the meeting, ensure you explain that in the proposal.
- Don't submit to unrealistic timelines just to get the client.
- Send as a PDF. Via email is acceptable.

Second Meeting

- Advise clients to come with questions.
- Two copies of the contract
- If accepting a card, make sure everything works on the merchant services
- Give the client a clear initial timeline.
- Give the client the next steps

Legal - Contract and Payments

- Ensure the payment schedule is outlined clearly.
- Answer any question about the contract. Highlight or cross off any changes in the draft contract to callout specific changes.

Project Start

- Outline everything using a prototyping tool, or simply paper and pencil.
- Boil everything down technically for your internal requirements.
- Create an internal timeline, with time for testing, and stick to it.

Planning

What requirements?

What platforms?

What backend support?

On going costs?

Backend Platforms

[JHipster](#)

[Drupal](#)

[Yeoman](#)

Hosting - [AWS](#), [Azure](#)

[Swagger](#)

Client Communication

- It's important to provide clients with timely updates, even when nothing is worth mentioning.
- If you think about a mechanic working on your car, you may know how long it'll take, but you still want to hear progress.
- Phone calls are usually best.

Client Communication Tools

[Slack](#)

[Discord](#)

Project Management

Includes yourself, along with any other teammates.

Includes: time management, resource allocation, budget control, client comm., etc

Project Management Tools

Tools:

- [Trello](#) - KanBan board
- [Basecamp](#) - Fancy to-do list
- [Wave](#) - Time tracking and invoicing
- [Quickbooks](#) - Finances and invoicing
- [Rally](#) - Project Management
- [Jira](#) - Bug tracking and project management

Project Storage

[Dropbox](#)

[Mega](#)

[Github](#)

[Bitbucket](#)

[Backblaze](#)

Project Wrap Up

Let the client know the project is wrapping up.

Communicate that release candidates may still have bugs.

Remind payment is due before release.

Final Payment and Delivery

After payment, release the project and deliverables.

Don't just say, "We're done! Enjoy"

Ensure they know you'll be there afterwards, monitoring the progress.

Follow Up

A month or two after release, follow up to ask how things are going. The client may have more work, but this shows you aren't one and done.