



5 Things You Need Before Pushing One Pixel

1 AGREEMENT OF SCOPE OF WORK

Before you begin you need clear guidelines on what you will and will not be doing. If you are building a website, clarify up front if you will be responsible for creating branding materials or writing the copy. Are you staying on for website maintenance after the project completion? It's important to lay all these things out upfront so you can charge appropriately in the beginning. You want to avoid productivity-wasting conversations about out of scope cost throughout the project.

2 CONTRACT

These are NOT negotiable. If someone says they will not sign your contract, do not pass go, do not collect \$200, just **run-a-way**. The contract should list everything that you agreed to do (and not do) in your scope of work. The contract should include items such as payment schedule, how you handle late payments, the rights each of you have to the work after completion, what happens in case the project is canceled, etc. I actually use **Bonsai** and have each of us sign electronically. It is a legally binding contract. Plus you don't have to run down the client for a signature and Bonsai can handle payments through Stripe.

3 DETAILED QUESTIONNAIRE

You may prefer having informal talks with your client before getting started but a lot of freelancers have written questionnaires they want clients to fill. If a client is hesitant to fill it out, it will be a very difficult journey ahead. It's also a bit of a **warning sign** that they could be hard to get feedback from until after you have done. So pay attention to this. It's perfectly understandable if they need help but outright refusals = get out.

4 ALL THE LOGISTICAL DETAILS IN ORDER.

This may seem similar to step 1 but it's another step ensuring all the logistical details are planned out. These include items like the title of the company and/or project, deadlines, the **ONE contact** you will have with the company. Trust me, only have one. Keep all the extra cooks out of the kitchen. Feel free to include any other details that apply to your hustle.

5 DEPOSIT

Don't even let them play games with this one. Do not under anyyyy circumstances on God's green earth start any aspect of the project without a deposit. I generally split payments up 40-40-20 but find what works best for you and the client.

BONUS

The last thing you will need is an adult coloring book, a relaxing book, or something else to relax your mind when the client asks you to use Comic Sans. Or fit 3 pages of copy into 1, without leaving out any details. Or anything else that would cause you stress.