

# A Client's Guide to Revisions

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This template will help you explain exactly how timelines and revisions work. It should be shared at the beginning of the project, along with your brief. To use this template, simply adjust the information in each column to reflect your preferred timeline, rate, and structure.

## TIMELINE

This is where you'll specify how much time you'll need for each phase of the process.

## PHASES

This lets the client know exactly what each step of the process entails, and why it's important.

## REVISIONS

Here, you're helping your client understand how many revisions they can expect to receive as the project progresses.

## FEES ASSOCIATED

This template shows a percentage of the fee associated for any revisions, partly to keep things simple, but also to let a client know what that amount will look like in relation to the total. As you can see, the further along a client moves in the process, the higher the revision fees become. We do this to encourage clients to ask for changes earlier rather than later.

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Hello \_\_\_\_\_,

thank you for sharing your feedback.

I'm looking forward to getting started on the next draft! One thing I did want to address beforehand, however, is your note about [insert client feedback].

While I'm generally happy to accommodate client requests, I'd like to offer my thoughts about why it might be worth considering a different approach in this case. Over the years, I've noticed that it's much more powerful to show [insert reframing of feedback] because [insert reasoning]—and in the interest of creating the most impactful, effective, and current work possible, I wanted to share this perspective before moving forward.

I'm happy to discuss further if you'd like!

# Phase 1: Kickoff

TIMELINE	PHASES	REVISIONS	% OF FEE ASSOCIATED
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# Phase 2: Concept Sketches

TIMELINE	PHASES	REVISIONS	% OF FEE ASSOCIATED
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# Phase 3: Color Draft

TIMELINE	PHASES	REVISIONS	% OF FEE ASSOCIATED
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# Phase 4: Proposed Final

TIMELINE	PHASES	REVISIONS	% OF FEE ASSOCIATED
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# Phase 5: Final

TIMELINE	PHASES	REVISIONS	% OF FEE ASSOCIATED
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