

1. Introduction (2–3 mins)

“Hi! I’m Keylan, a remote front-end developer with a passion for creating responsive, visually polished websites. I recently finished a front-end bootcamp and have already built projects with HTML, CSS, JavaScript, and React. Thanks for meeting with me — I’d love to hear more about your goals and see if I can help.”

2. Discovery Questions (5–10 mins)

Ask these to learn about their needs:

What’s the main goal for your website or project?

Do you have any existing branding, content, or examples you like?

Who is your target audience or ideal customer?

What timeline do you have in mind?

Do you need ongoing updates, or is this a one-time build?

Take notes. Repeat back the key points to confirm your understanding.

3. Your Value Pitch (3–5 mins)

> “Based on what you’ve shared, I could build a modern, mobile-friendly website using React and clean code practices. I also work with GitHub and VS Code daily, so you’ll have access to updates as I work. My focus is always on usability, performance, and design that converts.”

> “I also give clients clear timelines, progress updates, and support after launch — so you won’t be left in the dark.”

4. Offer + Next Step (3–5 mins)

Give a rough quote or package offer (hourly or flat rate), depending on the scope.

> “If this sounds like a good fit, I can send over a simple proposal with scope, timeline, and pricing today.”

> “Once approved, I’ll get started and deliver progress updates each week — you’ll always be in the loop.”

After They Say Yes – Onboarding Plan

1. Send a Simple Proposal

Tools: Google Docs, Notion, or Bonsai (free for simple proposals)

Include:

Scope of work

Timeline

Deliverables

Price

Payment terms

2. Create a Trello or Notion Client Board

Share a board with sections: To Do, In Progress, Feedback, Done

3. Set Communication Rhythm

Weekly update emails or check-ins via Slack, email, or Zoom

Set expectations: “You’ll hear from me every Friday with updates and screenshots.”

4. Start Building + Delivering

Push work regularly to GitHub

Use simple naming like “v1-homepage” or “contact-form-final”