THE DESIGN PHASE

DO

THREE PARTS TO THE REVISION PHASE

1. Presenting your initial designs
2. Getting feedback
3. Making adjustments

PRESENTING YOUR INITIAL DESIGNS

Set up a phone call to present your design because it allows you to explain yourself and get better feedback about what your thoughts were. It also allows you to set the stage for how the revision process is going to work.

Keep in mind that a client will hardly ever be able to see the vision you have for a design without the design actually being there.

GETTING GOOD FEEDBACK

Most clients will not be designers, so they won't speak your language. Never settle for plain “I don’t like that.” Instead, always try to get the “why” behind a client not liking something. Don't look at this as a criticism of your artistry, rather a peek under the hood of your client's website goals and taste.

Here are some helpful questions to ask when you don't know what you don't know:

- What is it about this element that you don’t like?
- Do you see this as a minor change or a complete overhaul?
- Can you show me an example of something similar that you DO like?

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OVERCOMING OBJECTIONS

For scenarios where the client asks for things that aren’t in their best interest, you'll have to find a way to walk them through a better decision.

You are their industry expert.
No matter how long you’ve been working as a freelancer.

Show them data.
Show them industry leaders who have done the same thing you’re proposing.

Make it as objective as possible.
If this is an argument between what you think is pretty and what a client thinks is pretty you won’t win. BUT if this is a scenario where there is hard evidence that you’re right then you need to work to show that.

THE COOLING-OFF PERIOD

Take time after the initial revision call and call it the cooling-off period. This will give them some time to think about what you’ve done and whether or not the things they dislike are really that big of a deal.

You might even want to say, take a look at it and then let’s touch base again in a couple of days.

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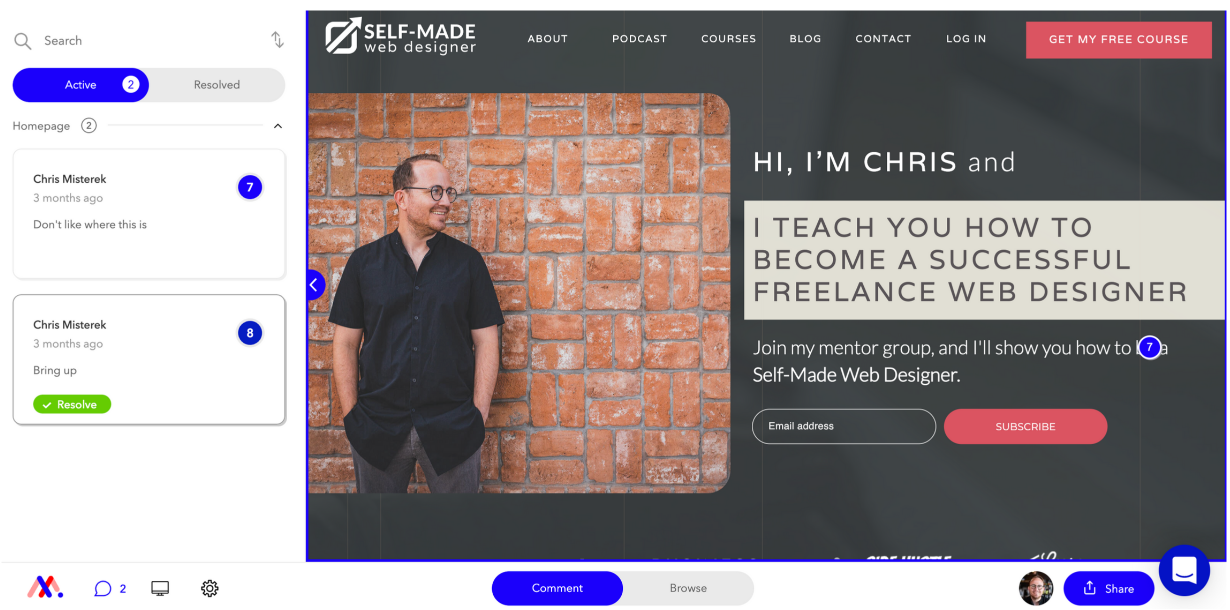
MARKUP.IO

Then when they're ready to go deeper on feedback I like to use a system called Markup.io. You'll use this every time you take a client through a round of revisions.

Top tip: don't do adjustments via email-- you will do lots of little adjustments, waste a lot of time, and scope creep may take place.

You want to make sure that a client puts ALL of their requests on the site before you start making adjustments. This is where the contract comes in handy.



SCOPE CREEP

Clients will often ask for more than what the original contract includes, In fact, it happens so much, it has a name! **SCOPE CREEP!** Remember that in order to steer clear of scope creep later is to start at the beginning.

1. **Communicate clearly ahead of time**
2. **Every time a request is made that is outside of the original scope of the project you've got to be sure to communicate that with the client.**
3. **Do it graciously. Don't act frustrated.**

If you decide this additional part of the project is legitimate, you can choose to charge or not depending on your comfortability. If you do decide to include it in the contract you've got a few options:

1. **You can write up a $0 contract**
    a. Formalize the requests that you agree to with an additional contract that doesn't add a cost to the client.
    b. This might not keep you from having to do that specific request BUT it will make future requests much less likely
2. **Add an hourly cap**
    a. The flat rate only lasts to a certain hour marker for me.
    b. After I hit that hour marker I charge my hourly rate per hour and it's much higher than my normal hourly rate to motivate them to stay under it
3. **Make Room for it in the original contract**
    a. You should always add some cushion room to your contract.
    b. If you think the project is worth $4000 then add $500 to it. That way you're not frustrated when things pop up.