REVISION

SURVIVAL GUIDE

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Revisions can be a drawn-out and painful process when they don't have to be. Put these quick tips into action today to start seeing a difference!

YOUR CLIENT PROCESS

ACTION STEPS

- [ ] In your intro and/or welcome packets, add a note on how changes and revisions are different and where it matters in your process. For example, do you allow large changes after an initial concept has been approved?

- [ ] Decide how many rounds of revisions are allowed in each project. Add this to your intro/welcome packets and contract.

- [ ] Determine how you'll handle extra revisions or large changes. For example, will you charge an additional hourly fee? Add this information to your contract.

- [ ] Consider how you'll handle it when your client gives you a piece of information they didn't give you before and expects you to add it to the work you've already done. Add this information to your contract.

- [ ] Determine how many days you'll give your clients to respond with their revisions. Add this information to your contract and update your process accordingly.

- [ ] Think about how your clients could deliver revisions to you in a way that would make it nice and easy for you to go through. For example, a bulleted list, sorted by page, in a Google Doc. Now, make it easy for them to provide revisions the way you'd like by creating a template for them, if applicable.

- [ ] In your client management tool, pull up the template you use for new projects and incorporate the above information to your

- [ ] Revision task(s) that reminds your clients of how it all works. Also include how many rounds of revisions they have left at each point.

- [ ] If you don't use a project management tool, write a canned response for the email you'll send when you're ready for revisions, keeping the above information in mind.

- [ ] Create a quick revision sign-off document in your project management software. This is where your client will sign to say what you've presented is the final version and additional changes will incur change fees.

- [ ] Add the sending of your revision sign-off document to your process outline and write a simple canned response for your client.

- [ ] Write a canned response for an email or message you'll send when a client is asking for more than what is included in revisions and it's time to draw the line.

QUICK TIPS

- Pay extra attention during your client screening process. Before agreeing to take on a new project, make sure you and the client communicate well. If they don't seem to know what they want or are constantly changing their mind before a project is even booked, it's a good indicator that revisions will be a pain.

- Schedule in extra time during the revision stage, even if your clients don't know it's there. If you ask for feedback with a 48-turnaround, always allow for 72 hours to be safe and avoid extra stress.

- Never let your clients take control of creative direction. If you do, revisions will be a problem every single time as you become nothing more than a pixel pusher.

YOUR DESIGN PROCESS

ACTION STEPS

☐ Get to know your client's goals by adding a few questions to your intake form. Things like, "What is the main goal of your website?" or "What is the #1 action you want visitors to take when on your website?".

☐ Add a step to your process (before design starts) to map out the items you can include in your design to support your client's goals.

☐ Take note of these decisions so you can explain the value you've added to your clients later.

☐ Add a couple of check-in steps to your process outline. That way, you won't get to the end of a project and realized what you created isn't quite as strategic as you'd planned.

☐ In your check-in steps and at the end, ensure what you've designed creates a full journey for viewers with the potential to bring first-time visitors to exactly where they need to be, regardless of where they start out on the website.

QUICK TIPS

• Don't go into your design projects with the goal of creating something pretty. Focus on providing value to your client's business by designing something that will move them towards their goals. When they can see the value in what you do, they're far less likely to ask for unnecessary changes and revisions.

• Learn more about designing with your client's goals in mind (and how it can benefit you) with the Design Your Own Pixel Perfect Production ebook and workbook.

YOUR DESIGN PRESENTATION

ACTION STEPS

☐ Add a step to your process outline to present your designs to your clients. Preferably using a pre-recorded screencast or getting on Skype/Zoom.

☐ Create an outline of what you'll include in your future presentations.

☐ To get the most out of presentations also include things like a reminder of how revisions work, how many rounds of revisions are included, what revisions do and don't include, how to give your feedback.

☐ Look back at a past client project and practice explaining your decisions on each page.

QUICK TIPS

• Showing off what you've designed in a PDF format is great, but providing more explanation around your decisions will help you see the real value in what you've done. This reduced their likelihood of asking for unnecessary changes and revisions.

• Don't let the idea of presenting your designs intimidate you. Use a presentation method that makes you feel comfortable, even if it means working your way up to video over time.

• Let your passion and excitement for a project shine during your presentation and bring up your client's goals whenever you can. That way, they'll be just as excited as you!