WOO + WELCOME!

I'm so happy you are here.

I am thrilled that you have chosen to work with me on your new branding and website design! I'd like to take this opportunity to welcome you as a new client and collaborative partner.

In this welcome document, you'll find an overview of what to expect from me, an explanation of the tools we'll be using, and most importantly - your initial homework! Please read through each section thoroughly.

I'm looking forward to working with you!

Quinn Tempest

WHAT YOU CAN EXPECT FROM ME

We will be working closely together over the next few months. Your success is important to me, so I will be learning all that I can about you and your business. I take my projects seriously and limit the number of people I work with at one time so I can give your project the focus it deserves.

I want to encourage you to communicate with me throughout the project. In our work together, additional ideas and possibilities might flow from conversation and collaboration. This is totally normal and part of the process. Sometimes, the direction or scope of the project may change or grow. If this happens, we will re-evaluate and adjust the cost if we mutually agree – or we can discuss what a "phase 2" might look like. *I want you to feel free to think big.*

We may run into some bumps along the way. There's no getting around that fact since a project like this is a whole lot of work. To help create as seamless of an experience as possible, **make sure you schedule plenty of time to actively engage in the process.** The more a part of the project you are, the better the end result will ultimately be. After all, you know your business better than anyone. Together, we will find the sweet spot that lies at the intersection of your knowledge of your business and my ability to bring your message to life in a visual way.

If you ever feel overwhelmed – or have doubts or questions – please let me know right away. Feel free to ask for clarification if you are unsure about a part of the process, the meaning of specific web or branding terms, or have questions about what's next. No question is too basic.

I'm excited to be a part of your business journey!

OFFICE HOURS, MEETINGS, AND ADMIN

Office Hours

I am available from 9am to 5pm (Arizona Time), Tuesday - Friday at noon. Mondays are generally reserved for administration and business development.

Meetings

I am available for video meetings on Tuesdays, Wednesdays, or Thursdays from 9am to 5pm Arizona time (additional times offered if needed due to time zone differences). Meetings are generally informal and optional but intended to add clarity and momentum to the process. If we need to schedule a meeting, I will provide a link to Calendly so you can find a time on my calendar that works for you.

Communication

During the project, I prefer to keep all communication in my project management tool (Asana) so it's easy for us both to access. Email gets messy, especially with so many files and approvals that will be happening, so Asana will keep us BOTH sane! There is a video overview and description of Asana later in this document - don't worry, it's very easy to use.

If you send me an email or text related to the project, I will gently guide you back to Asana, as email and text communication can be easily lost in the shuffle over the course of a long project. I'll do my best to keep discussions concise so they are easy to read.

Please read through discussions thoroughly. It's easy to jump straight to the visual stuff and skim my notes to you. I find that many questions asked by clients during the process may already be answered in the notes prior to the visual goodies. Communicating clearly will save us both time and effort.

Please note: I typically respond within 1-2 business days to messages or emails sent during office hours. I don't check messages on weekends, so don't worry if you don't hear back from me during that time. I will let you know ahead of time if I'm out of office or on vacation.

PAYMENTS

Payments are due upon receipt of invoice and sent monthly. The duration is based on the schedule outlined in the contract. A monthly service fee of 3% is payable on all overdue balances.

SCHEDULE & TIMEFRAMES

I want to encourage you to dedicate time in your schedule to the design process. Together, we will agree on a timeline at the beginning of the project, so it's important that we keep as close to this as possible. Life does happen (for both of us) and I do understand that. Lack of response for days or missed deadlines without communicating ahead of time may cause your project to be moved to the end of my production schedule (and rescheduling fee may apply). So let me know as soon as possible if you need more time or if a specific due date is not going to work for you.

TOOLS

Asana

Asana is my project management tool and where most of our communication will take place. It will make our lives so much easier - I promise! You should be able to grasp the basics of using it after watching my short 5-minute video overview. Click here to watch.

Asana is where we will keep all communication for reference throughout the project. It will house our tasks, files, and timeline. I will set up your Asana project – and you'll receive a notification via email – within a few days of receiving your contract and initial payment.

Asana has some great features that we will utilize:

- *"List"* for our action tasks for that include detailed instructions and links to relevant files. You can easily leave comments or ask questions right on the task and an email notification will be sent. You can also leave a comment by responding to the email itself or click the link to jump into Asana. I usually add tasks 2 weeks at a time.
- *"Conversations"* for discussions on certain milestones or project phases. This is where we will spend a lot of time! Instead of sending an email, just start a thread here.
- *"Calendar"* for a visual look at our project timeline.
- *"Files"* for organizing content, logos, photos and other assets related to the project - all linked from Google Drive.

Did you watch my short 5-minute video yet? Make sure to do that so you can feel confident about using this tool.

Below you'll find a screenshot of what your project will look like when you first log in. It will include Discovery tasks that you'll need to complete before we jump on our first call...
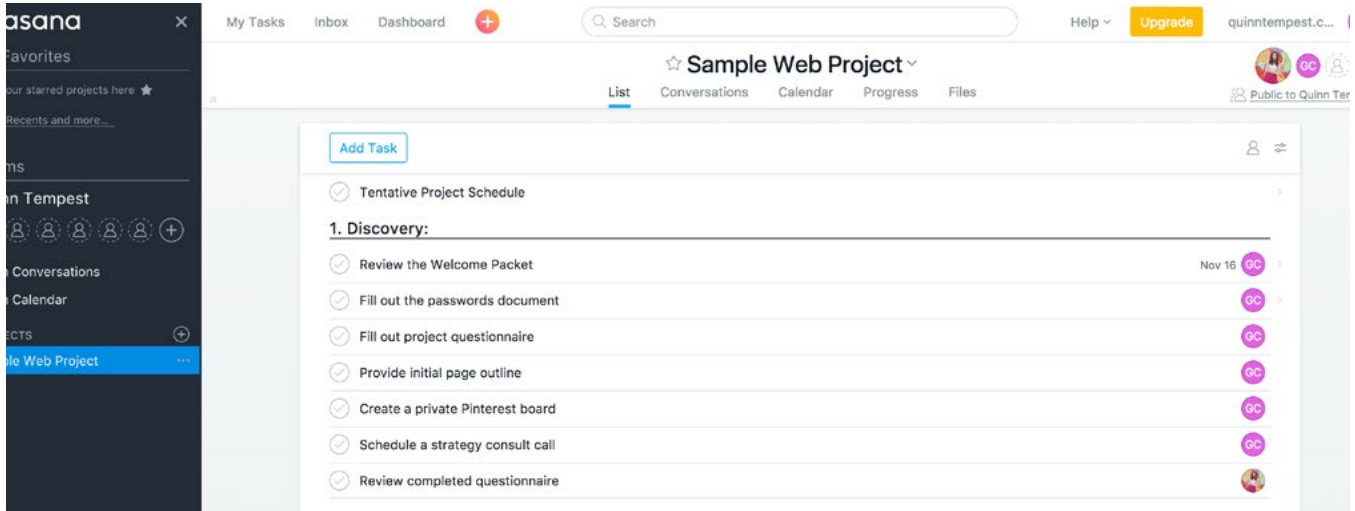
Google Drive

We will use Google Drive to work on your content collaboratively. Changes are saved automatically and we can both be in one document at the same time. It is almost exactly like Microsoft Word but much better for collaboration. You will also be directed within Asana to certain documents and files within Google Drive that have extended instructions on certain parts of the process. Lastly, this is also where you will upload all of your high resolution photographs, logos, and other assets.

Here's a quick 3-minute video on how your Google Drive will be set-up and a screenshot below:
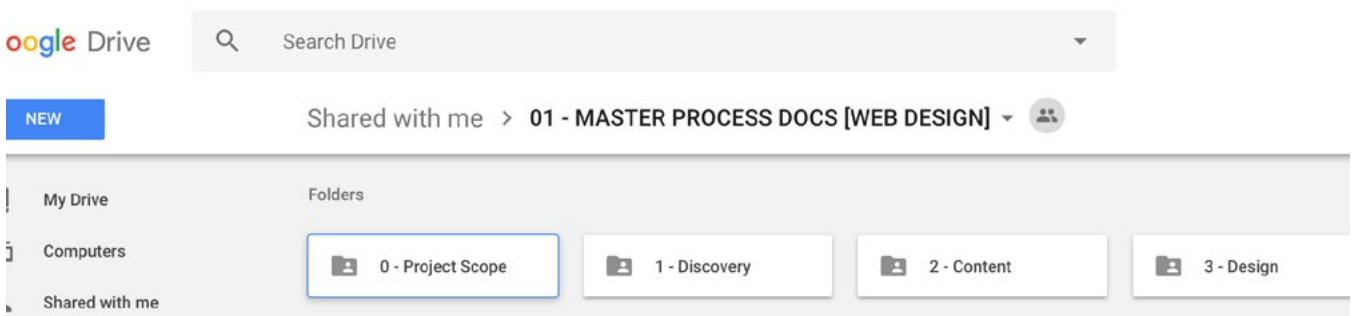
Pinterest Visual Research

You will create a new secret board on Pinterest. Please grant me permission to access the board. We will use this board to post inspiration and visual references to influence the mood of our project. Feel free to pin anything from typography and color samples, to website layouts and photos. *You'll find specific, more detailed instructions for this in an Asana task.*

ASSETS

Written Content

Your written content for the website is due about halfway through the project, prior to the development phase. Written content is the one thing that can slow down every business owner who is trying to take their website to the next level.

After our initial strategy consult call, I will provide a content strategy outline that will help enormously with your content creation. It will provide a guideline to what should be on each page based on your project's strategic objectives, and how to format your content properly. After you provide the first draft of your content, I will do some light editing. This doesn't mean you can't start pulling together your content now, in fact, I encourage you to start wrapping your mind around what content you will want to include.

Photography

Look for a future message in your Asana project about photography for your project. It goes over each of these in more detail:

- If you have your own professional photography for me to work with, you can upload your photos into a Google Doc folder listed in Asana for the corresponding photography task.
- If you will be using stock photography, look for further instruction for choosing and providing it in the task mentioned above.
- If you intend to have photos taken at some point in the process and would like my input on overall styling and direction, please don't hesitate to ask. High-quality photographs will be vital to our project.

TYPICAL PROJECT PROCESS

Below is a guideline of my process. Your project may or may not include all of these steps. I work in a collaborative manner and sometimes these phases intersect and overlap.

Discovery (2 weeks)

Welcome and onboarding
Industry research
Visual brainstorming
Determine project timeline

Content (1-2 weeks)

Content audit & strategy
Sitemap creation
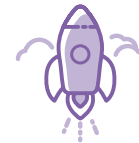Draft content creation
Editing and revisions

Design (2-4 weeks)

Design strategy consult
Styling and wireframes
Home and key page mock-ups

Final content due
Development (2-4 weeks)

Wordpress theme build
Plugins and other integrations
Form creation
Content formatting
User testing & client review

Launch (2 weeks)

Site migration and launch
Start 2-week support phase
Video training
Backup schedule
Discuss future goals or project phases

I look forward to working with you and creating an awesome brand and digital presence together!