

Our experience with clients has helped us design a creative development process which makes the best use of our clients' time and money. This process will be tailored to your project's particular needs.

Here's how the freelance process works:

## The Freelance Process

### consultation

We begin with a free consultation. This is our chance to get acquainted and learn about your project. We'll define goals and talk about how to measure success, discuss style requirements, budget and turnaround times and figure out the most productive ways to work together.

### project proposal

After the initial consultation, we'll deliver a firm project proposal that includes the details of the project, timelines and delivery dates. A firm cost will then be included, along with any contingencies if necessary. We are happy to present two proposals, to give you a choice of services and price ranges. Once you see what you like, we'll sign a project agreement and get to work.

### interview

Each project begins with an in-depth interview. We ask questions and listen, then ask some more, until we understand the spirit, along with the facts, of your message. We often come up with suggestions for new approaches to connecting with your audience.

### collaboration

If you're working another creative pro, we'll meet with whoever is on board to coordinate our efforts. Collaborations are a wonderful part of the process. We enjoy teaming up with other creative professionals to turn out a great finished product.

### research

We study competitor materials, the marketing tools you've been using and anything else we need to see. We learn what we need to, so we can make sure your audience knows everything that's special about what you do.

### development

Throughout this process, we work collaboratively to make sure we stay on track and that your goals are reflected in the work. You review drafts and/or proofs, which are scheduled along the way, so there are no surprises.

### production

This stage is devoted to producing the digital files for the approved design and includes vendor liaising, technical file setup, and quality checks.

### delivery

Your final draft comes to you as scheduled and, we trust, will prove better than your expectations. It is essential that you be 100% satisfied with the finished product. We guarantee our work and make revisions until you're happy — free of charge (other than changes to the basic elements of the project as agreed upon).

### follow-up

We'll check on the project to make sure it's reaching the goals we set at our initial consultation. Feedback and performance information at this stage can be incorporated into future projects as we continue to implement and hone your marketing strategy.