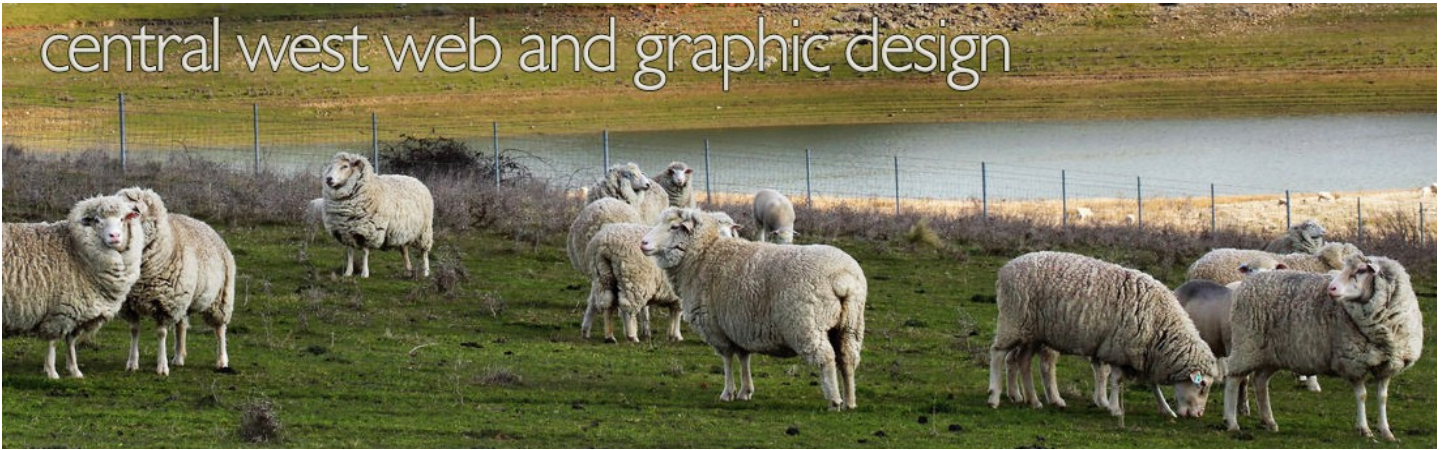


# central west web and graphic design



## Communication during new website builds and re-designs

I have decided to implement new guidelines for clients during either a new website design and build or a website re-design. When we start working together, I make a commitment and an emotional and mental connection to you and what you are trying to achieve. It's also how I feel into your concerns, fears and excitement about the project.

Once we start the web design, it's expected there will be regular communication each week for the duration of the project. My *intention* is to keep communicating back and forth to keep the flow of energy open and allow me to do my best work.

A growing concern for me is non-communication during this time, *specifically no reply to my emails*, which leaves me wondering:

- what's wrong, are you ok?
- are we continuing with the website
- do you have questions, are you a little scared or confused about something
- do I move onto the next person
- do I leave you alone, or hassle you with more emails

This is not something a 'normal' web designer would be concerned with.. if you don't respond, you either get moved down the list then having to wait your turn again, or removed altogether from their list of clients.

To alleviate the issues for me, if during the website build I do not receive a reply to an email within 7 days of sending, your position in the queue will be shuffled and the next person along will then have my time and energy; the channel between us will be closed until further notice, we will have to re-connect once you let me know what's happening.

Quite simply I need to keep working. If I don't hear back within 7 days, you will lose your place in the queue. I am not asking you to be able to complete any tasks in any time frame, just communicate back to me within a reasonable time.

I *try* to reply to emails on the same day, or the very next working day for me (not Wednesdays) and I understand life gets busy in many different ways, however I am unable to commit to people who end up floating in and out of my radar over weeks and months. It's draining, confusing, and takes my energy away from being available to others who are waiting and ready to get the work done in a consistent manner.

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Therefore I am also asking for a commitment from New Clients to keep working on the website until completed. To have a goal to launch within 3 months maximum from the time we start.

- let me know if you are going away, unwell or just need a break from the website
- let me know if you are stuck, scared or unsure
- please don't just not reply... for weeks...
- I am tuned into you, ready to keep moving forward, please remember that
- it's also disrespectful and rude to ignore people with whom you have entered into an agreement

## **New Client Commitment**

- **I will set up regular payments before I expect any work to commence.**
- **I am able to commit to regularly working on my website over a continuous 1-3 month period from time of start until it's ready to launch (3 month maximum time frame).**
- **I am committed to continuous communication without going more than 7 days between emails.**
- **I understand there are penalties for non payment at the end of 3 months from project start.**

Due to a lack of communication and non regular payments in the past, all new clients will be asked to commit to the above. Payment of deposit represents your acceptance of these terms.