

# Frequently Asked Questions



Chemistry  
Communications

## What kind of work do you do?

Working mostly with small businesses and individuals, I provide full communications consulting services. For each client, I work to create a strategy that works with their goals and appeals to their target market. Here are some examples of items I work on:

*Writing* - Press Kits, Magazine Articles, Blogs, Brochure Copy

*Web & Graphic Design* - Websites, Branding, Logos, Business Cards

*Multimedia* - E-Learning Modules, Presentation Design, Video Production, Flash Animation, Interactive Media

*Photography* - Photo Shoots, Retouching, Manipulation

*Marketing Consultation* - Internet Advertising, Search Engine Optimization, Blogging, Social Media

I also provide web domains and hosting packages.

## What kind of business relationship will we have?

I prefer to work as an independent contractor on an as-needed basis, although I am open to temporary, on-site positions if required.

It makes all projects run much more smoothly when there is one point of contact within your organization who makes the decisions about the project and corresponds with me. I prefer to work with one person directly if at all possible.

## Where are you located, and what are your hours?

I am currently based in Sherwood Park, Alberta, Canada, but divide my time between here and the UK where I work from the Southeast England (London/Brighton) or Glasgow, Scotland. I can work from anywhere as long as I have my laptop and an internet connection, so I often take my work with me and travel. I find that new environments are great for my creative output. The internet enables me to communicate with anyone, anywhere, anytime.

As far as hours go, these vary depending on my location and workload. I prefer to be reached by email so please contact me that way first and we can schedule a meeting or phone call from there. In order to maintain some kind of work/life balance I try not to work evenings or weekends.

## But my teenage son can build websites, why do I need to hire you?

Well, it depends on what kind of quality and service you are looking for. If you are satisfied with a static webpage just to say you have one, then maybe that is an option for you to consider.

However, if you are looking for:

compliant code (so that your site always displays the way you intended)  
an optimized site that can be found on Search Engines like Google  
email address, hosting & domain setup  
internet marketing assistance  
e-commerce store setup, blog setup or client resource management  
a site built to your specifications with professional copywriting, photos and artwork

Then, when you feel like screaming because he has no idea how to help you, call me.

## What is the process you use when working on a project?

Each project has it's own set of deliverables and processes, but generally speaking (especially with web and graphics projects) there are six steps:

1. We'll meet in person (max 1 hr) or have a telephone or email exchange to discuss the requirements of the project. If you are having a website built, you will be asked to fill out my Client Website Questionnaire to help me better understand your needs.
2. I will send you a customized proposal, based on your answers to the questionnaire and our discussion. A Contract and my Terms of Service will be sent with the proposal. These should be returned to me with the initial deposit. At this time, I'll also need the content (text, graphics, photos, etc.) that you'd like to use on your website.
3. I'll create a mockup for your project. Mockups will be posted online so that you can review them. (A payment may be made at this point depending on the length of the project).
4. I'll complete the project and you'll view the demo. You'll then request changes and final proofs are signed off.
5. I'll walk you through how to use or maintain your project. (Usually required for websites but not for print projects.)
6. The final piece is completed and payment is required on hand-over. If the project is a website it will be tested and approved by you, and the balance of your fee must be paid before files are uploaded to your server or host.

## What are your fees?

Each project is different, with each client requiring a different set of services. I'll need to speak with you to find out what you are looking for first. To give you a general idea, of fees, here are some guidelines for the most requested projects:

*Websites* - It really depends on what you're looking for:

Fully Customized Sites are built from the ground up and start at \$1500/£800

Extras like databases, e-commerce, Flash and SEO services add to the price

*Blog Packages* - (Includes design, CMS setup, first 5 posts and marketing consultation) from \$2500/£1500

*Identity Packages* - (Includes Logo, Business Card Layout, Letterhead and Envelope Template) from \$750/£450

*Internet Marketing* - The Essentials (Assessment, On-Site Optimization & Off-Site Optimization) starts from \$2000/£1200. Search Engine Marketing, Relationship Management and Maintenance extra.

Due to the time it takes for me to correspond with you, learn about your business and goals, and create the best course of action tailored to your needs, I have a project minimum of \$500/£300. You should expect to pay at least this amount for any project.

## What are your payment terms?

All projects require a 25% non refundable deposit prior to the start of work. Depending in the size and duration of the project, the remainder may be paid upon completion, or 25% following mock-ups and 50% on completion. This will be outlined in your quotation/ proposal prior to work commencement.

## What methods of payment do you accept?

Payment should be made through Paypal which you can process through my website. If you have an existing Paypal account, this is very straightforward and takes about two minutes. If you don't have an existing account, Paypal will process a credit card payment for you. Paypal is the standard for online payments and is very secure. For local clients, I may also accept cheques or cash at my discretion.