Diversity
of **WordPress Delivery**

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questions lead to
answers

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Client services is a game of questions.

You keep asking questions until you can't ask any more. You have either answers or enough information to fill in the blanks (assumptions & ideas).

Act based on the answers.

you have
a **prospective client**

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You have a prospective client. A lead.
What do you know?
What you learn about them shapes your direction.

1. webform - cold lead. They're new to you. Opportunity to create a new long-term relationship.
2. Referral - new to you, but you already have some trust established because someone spoke well of you. Client referral or colleague referral.
3. Returning client - they know you, cost of sale should be lower.

What is the size of the client's business?

Individual, small biz, medium-large, enterprise?

Agency looking for supplemental help?

Their assumptions, communication style, expectations, scope of projects, etc.

What is their business?

Retail, professional services, restaurant, commercial

They business type impacts interactions, payment expectations, cost-averseness, etc.

What type of work are they looking to have done?
Marketing site, back-end integration, e-commerce
Project scope, size of team necessary, delivery of code, new site vs working with an existing site.

What time of year is it?
Q4 (Oct-Dec) - might need something launched before Jan 1
If they are retail, or need e-commerce, Black Friday may be important date.

add it all up

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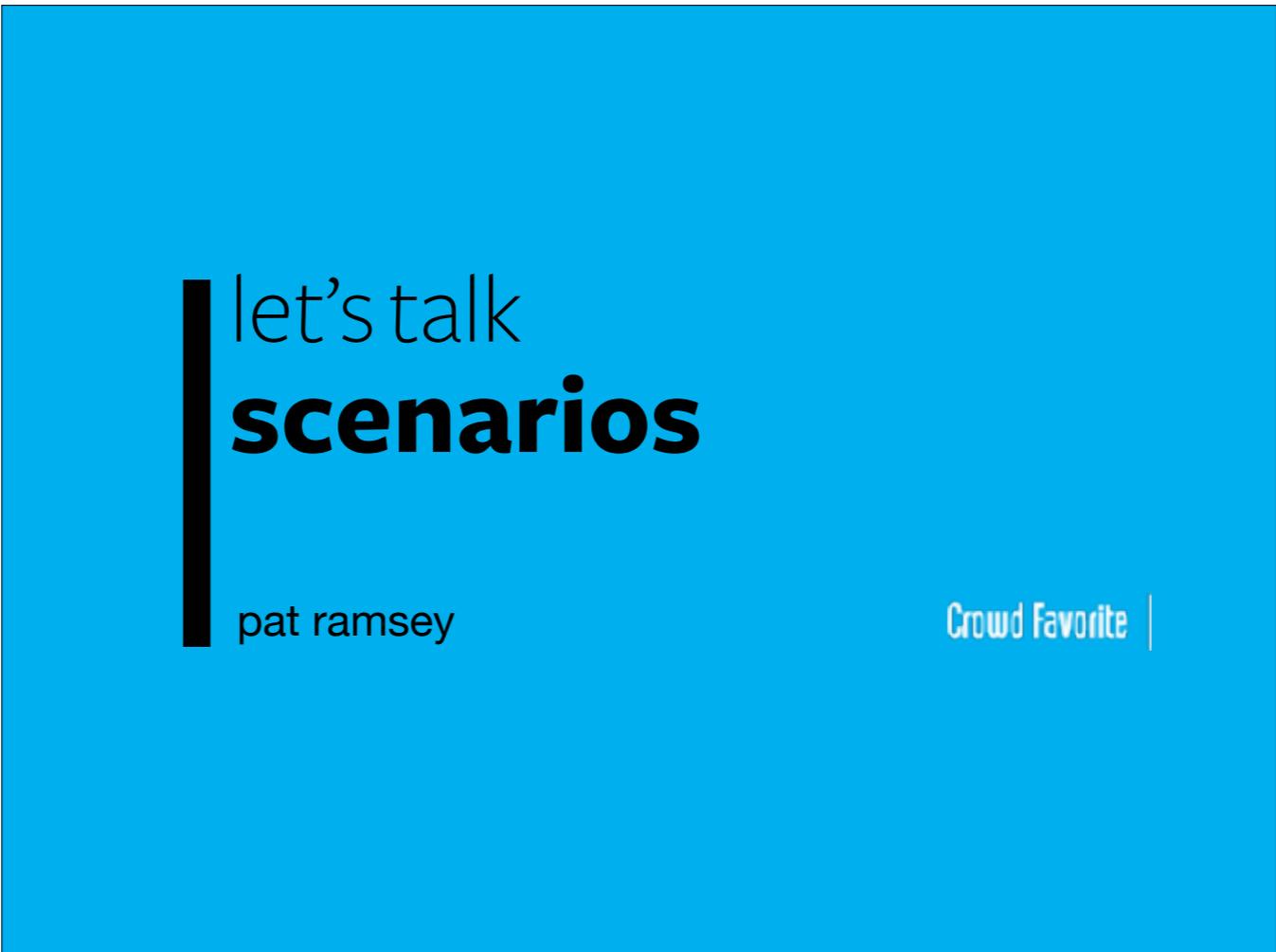Put the pieces together and you have a much better picture of what you're facing. How close is this to what you started with?

How often do you meeting with the client?

What type of payment terms can you do?

The structure of the project - is the client looking for work that needs a team (PM, designer, etc) or a freelancer?

talk about different scenarios.
what do some of these variable add up to