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- Online Business Coach
- 25 years as Web Designer/Developer
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- Pantheon.io Brand Advocate (Pantheon Heroes)
- Founder of West Orlando WordPress

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- Serves Western suburbs of Orlando, FL
- Adjunct to and volunteers for WordCamp Orlando
- Virtual Meetups on First Fridays and Third Thursdays
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The Care and Feeding of Your Web Designer

Clients and web
professionals working
together to improve
project results

Collaborative, not extractive

Partners, not employees

Conversations, not commands



Roleplay: Websites as an Expense

(with a touch of
caricature for
humorous effect)





Web people are too expensive for what they do.

"I need a website for my food business, but it needs to be inexpensive and done quickly. Otherwise, I'll just need to do it myself on Wix."

Small budget. Might lose this project to Wix. I really need to pay my rent on time this month.



"Ok. \$1,000."

She's gonna hate this. I'll need more money and time to do it right but she wants it to be done cheap and done fast.



"Here's the design. I hope you like it."

This is not what I hoped for, but it'll do. I guess.



"Close enough, I suppose. Here's the 50% to start the project."

Well, at least this is better than any Wix site she could have made on her own.



"Here's the finished site. I hope you like it."

Hmm. Not bad. Love the animations.



"Here's your money. K. Thx. Bye."

One
Month
Later



I knew this was a mistake.
Should've done it myself.

"Nobody can find me on Google. I'm not getting new customers. I need an estimate form."



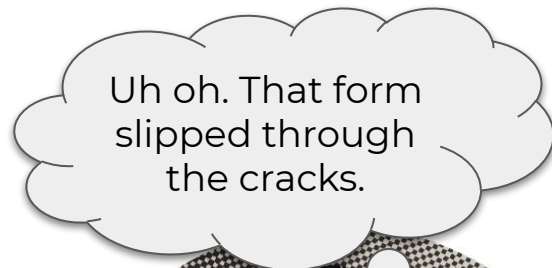
She needed digital advertising and better SEO. She's probably still focused on cost. But, I need to keep my clients, so I'd better just do it as warranty work.

"Ok. One estimate form coming up, free of charge."



Ugh. This form is taking forever.

"It's been a month. Where's the estimate form?"



Uh oh. That form slipped through the cracks.

"Sorry. I got a bunch of new paying clients. I'll get the form live this week."



I need a new
site
designer.
Stat!

"The form looks
ok, but it's a week
late. You're fired."



Well, there goes a
good review and any
future projects with
her. If only she'd spent
more, I could have
helped her more.

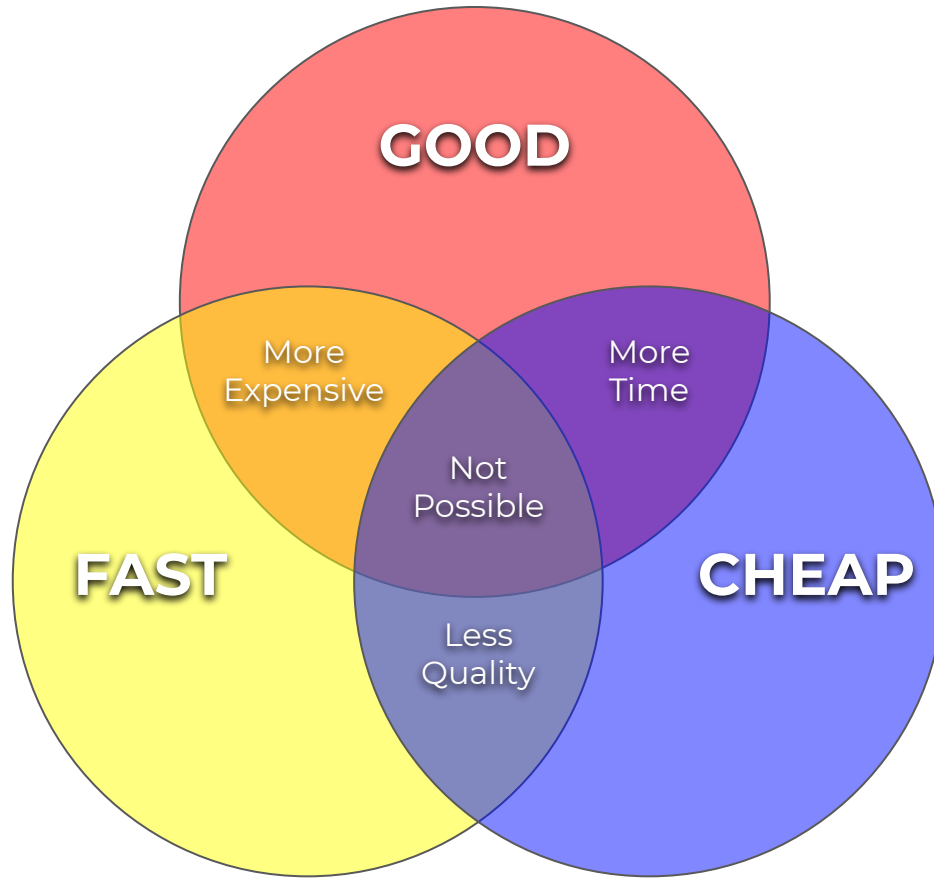
"...Ok. Sorry..."

WHAT WEBSITE CLIENTS WANT



WHAT THEY WANT TO PAY FOR





STOP SAYING THIS

“Looking for ___ that doesn’t break the bank”

“Looking for ___ that doesn’t cost an arm an a leg”

“Anyone know of any ___ that are reasonably priced?”

START SAYING THIS


“Looking for ___ that is within my budget of \$\$\$”

“Looking for ___ who can do ___ for this within my budget”

“Anyone know of any ___ that charges under \$\$\$?”




Roleplay: Websites as an Investment

A photograph of two women sitting at a wooden table in a room with a brick wall. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. She is holding a pen over a notepad. A laptop is open in front of her. The woman on the right, wearing a dark blazer, is looking back at her. Two speech bubbles are overlaid on the image, containing text about website needs and business goals.


I need a beautiful-looking website for my catering business.

What do you think the website needs to do for you? What are your business goals?

A photograph of two women sitting at a wooden table in an office with a brick wall background. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. She is holding a pen over a notepad. A speech bubble originates from her. The woman on the right, wearing a dark blazer, is looking back at her. Another speech bubble originates from her. A laptop is open on the table in front of the woman in blue.


I need more customers. I want people to request estimates via the website.

Great. What kinds of leads will pay the bills as well as make you profitable on each sale?

A photograph of two women sitting at a wooden table in a meeting. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. The woman on the right, wearing a dark blazer, is looking back at her. A laptop is open on the table in front of them. The background is a brick wall.

What would really grow my bottom line is catering for large corporate events.

What would a single event like that be worth?


A photograph of two women sitting at a wooden table in a meeting. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. The woman on the right, wearing a dark blazer, is looking back at her. A laptop is open on the table in front of them. The background is a brick wall. Two speech bubbles are overlaid on the image, containing text from a conversation.

At least \$10,000 in profit
per corporate event is a
good figure to start with.

What are your competitors
doing in this space?


A couple of competitors offer large event services. But customers can't get instant quotes from them.

Would you like a customized instant estimation process?

A photograph of two women sitting at a wooden table in an office with a brick wall background. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. The woman on the right, wearing a dark blazer, is looking back at her. A laptop is open on the table in front of them. Two speech bubbles are overlaid on the image, containing text that appears to be a conversation about a customized estimation process and advertising.


A customized instant estimation process would be great! Is it hard to do?

Yes, it's a bit more difficult than a contact form, but we can do it. Do you advertise?

A photograph of two women sitting at a wooden table in a meeting. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. The woman on the right, wearing a dark blazer, is looking back at her. A laptop is open on the table in front of them. The background is a brick wall. Two speech bubbles are overlaid on the image, containing text about digital marketing.


Just word of mouth. I've boosted some Facebook posts, but I don't know whether I'm doing it right.

We can do the ads and improve your SEO. What about eCommerce?

A photograph of two women sitting at a wooden table in an office with a brick wall background. The woman on the left, wearing a blue top and glasses, is smiling and looking towards the woman on the right. She is holding a pen over a notepad. A laptop is open on the table in front of her. The woman on the right, wearing a dark blazer, is looking at the first woman. Two speech bubbles are overlaid on the image, containing text about eCommerce and food ordering.

I was thinking of doing eCommerce later. Can it be done for a reasonable cost?

It won't be inexpensive, but giving local corporate employees attending these events the ability to order your meals on demand would result in repeat business. Instant food ordering is on the rise, so initial costs can likely be recovered quickly.



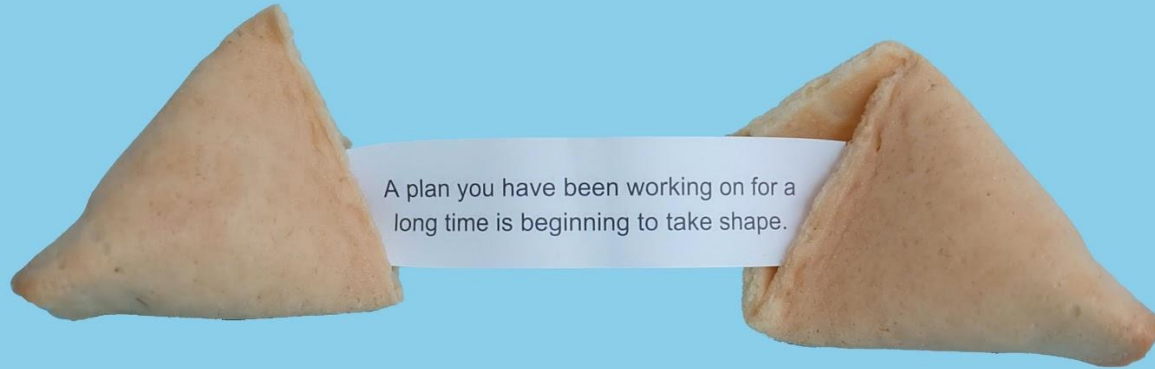
I like the way you think!
Thank you for asking me
these helpful questions.
What's next?

Glad to help. I'll pull together a list of to-dos and
contact you for clarifications if I need them. Then I'll
come visit your location to get a feel for how things
operate. After that visit, I'll put together and present
an estimate and proposal in person.

Collaborative, not extractive

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Conversations, not commandments



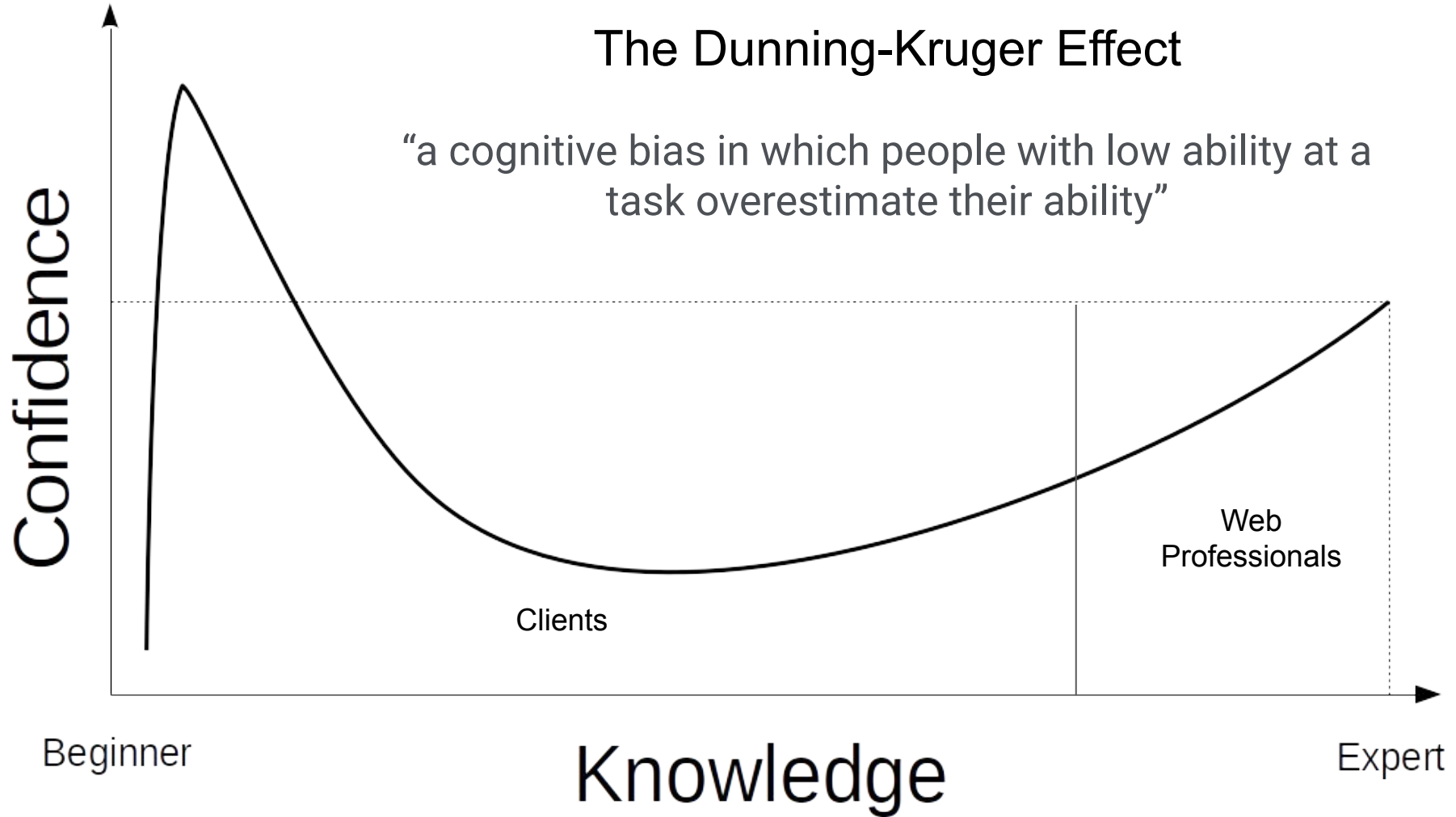
DESIGN SERVICES PRICE LIST


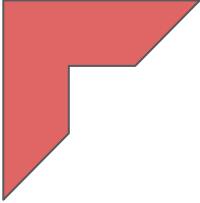
I design everything	\$100
I design, you watch	\$200
I design, you advise	\$300
I design, you help	\$500
You design, I help	\$800
You design, I advise	\$1,300
You design, I watch	\$2,100
You design everything	\$3,400



The Dunning-Kruger Effect

“a cognitive bias in which people with low ability at a task overestimate their ability”





“Enthusiasm is
a poor substitute for
expertise.”



– ‘The Mentalist’, Season 5, Episode 13

Turn in your
content on
time.





Tips for Better Client-Contractor Relationships

- Not an employee, a partner
- Give space for engaging and sharing thoughts
- Mistakes are opportunities to improve
- Focus on accountability, not guilt
- Negotiate, but don't expect discounts
- Ask for estimates, don't make them on your own

Thank You!



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