



Welcome
Y'all

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AskKori.com

LiquidWeb.com

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Improving your
business model
for freelancers
and small
agencies

**7 Steps to
Sustainability**

Resource Downloads

www.AskKori.com/WCSCV

brought to you by:



Liquid Web™

Know Your Purpose & Passion



Grand Opening 2012



webTEGRITY

Grand Opening 2012





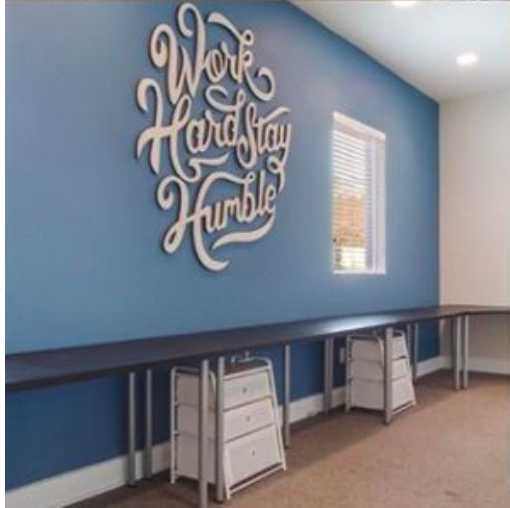
Knowing
your
purpose &
passion
keeps you
centered.



What's Your Exit Strategy?







In 2017 Acquired at Million Dollar Evaluation

#3

SA



Knowing
your exit
strategy
gives you a
target to
aim
toward.



1. Know Your Purpose
2. Have an Exit Strategy
- 3.
- 4.
- 5.
- 6.
- 7.

7 Steps to Sustainability

Key Improvements:

- Improve Services
- Improve Pricing / Profit
- Improve Process

Improve Services

- Niche Yourself

Improve Services

- Niche Yourself
- Add Services (ie Support Plans)

<https://blog.asmartbear.com/>



Jason Cohen
WP Engine
Austin WC 2014

Service	Small Business \$99 / month	Premium \$199 / month	Enterprise \$499 / month
Premium Hosting ¹	✓	✓	✓
Core & Plugin Updates ¹	✓	✓	✓
Daily Backups	✓	✓	✓
Website Recovery ¹	✓	✓	✓
Storage Space	5GB	25GB	50GB
Visits / Mo. ¹	5K	50K	100K
Website Security ¹	Standard SSL	Advanced	VIP Security
Included Support Time ¹	Pay As You Go ¹	12 Hours / Yr	12 Hours / Yr
Spam Blocker	✓	✓	✓
Premium Plugins ¹	✓	✓	✓
Staging Site ¹	✓	✓	✓
Faster Website Speed ¹	✓	✓	✓
Performance Monitoring ¹	✓	✓	✓
Google Analytics	Tracking ¹	Tracking ¹	Reporting ¹
GeoIP Enabled	✗	✗	✓
Malware Scan ¹	✗	✗	✓
Search Engine Optimization	✗	✗	✓
Marketing Strategy ¹	✗	✗	✓
	Get Started	Get Started	Get Started

Improve Services

- Niche Yourself
- Add Services (ie Support Plans)
- Go Custom

Improve Services

- Niche Yourself
- Add Services (ie Support Plans, Accessibility, SEO)
- Go Custom
- Giveback

Improve Pricing / Profit

- Know Your Numbers

Improve Pricing / Profit

- Know Your Numbers
- Require Residual Fees

Improve Pricing / Profit

- Know Your Numbers
- Require Residual Fees
- Simplify Contracts

SCOPE OF WORK

Scope of work to be performed for CLIENT NAME to design www.DOMAINNAME.com

1. Redesign a fully contemporary look that complements the existing brand
1. Rebuild current website on a fully custom theme
1. Provide custom fields for easier admin editing / maintenance
1. Include the ability to add video into pages with clean embedding / watch option
1. Add an SSL for added security and SEO
1. Optimize as needed the Header Tags and Image Tags for SEO

Time Frame:

20 hours (5 Design, 10 Development, 5 SEO/ Content)

To be completed no later than 5pm Thursday, Dec 15th, YEAR. Unless otherwise notified.

Payment Terms:

\$1,385.80 – Full payment for the 20 hour project. If further tasks beyond this SOW are requested, the CLIENT will remain at the current rate of \$85 / hr

Acceptance of Payment Schedule & Terms:

The above prices, specifications, and conditions are satisfactory and hereby accepted. COMPANY is authorized to do the work as specified above. Payment terms are approved and the deposit is fully non-refundable.

On behalf of CLIENT:

Signature

Date

Any alteration or deviation from the above specifications involving extra cost will only be executed upon written orders for **CLIENT**, and will become an extra charge over the sum mentioned in this proposal. All agreements must be submitted in writing. Any content requested by WebTegrity that is delayed or not submitted by CLIENT will result in an extension of the above listed time frame and will not be the fault of WebTegrity. This delay could incur an additional fee as well. The deposit is non-refundable.

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Better Cash Flow Terms

Time Frame:

40 hours (5 Design, 10 Development, 5 SEO/ Content)

To be completed no later than 5pm Thursday, Dec 15th, YEAR. Unless otherwise notified.

Payment Terms

Invoices are due on receipt. Invoices that are not paid within 30 days are considered overdue. Late charges of 1.5% per month, equal to 18% annually, will be applied to past due balances.

Billing Schedule

Any startup fees are due upon approval of this proposal.

Monthly billing begins after 30 days. Invoices are sent for all work completed the previous month.

Ad Spend is billed directly from the vendor to CLIENT.

Acceptance of Payment Schedule & Terms:

The above prices, specifications, and conditions are satisfactory and hereby accepted. COMPANY is authorized to do the work as specified above. Payment terms are approved and the deposit is fully non-refundable.

On behalf of CLIENT:

Signature

Date

Improve Pricing / Profit

- Know Your Numbers
- Require Residual Fees
- Simplify Contracts
- Clearer Scopes

Not Covered in this Scope of Work, But Optional For Additional Fees

- Client owns domain name
- Client has logo / branding guide in place
- Advertising Video Work
- Printed Products
- Social Media Marketing Training
- Professional Photography
- Professional Videography

Improve Process

- Actually Have a Process



Make it with G Suite.

Get Gmail, Docs, Drive, Calendar, Meet and more for business.

[GET STARTED](#)

Improve Process

- Actually Have a Process
- Track Everything (use tools)



Harvest – Time Tracker

One of the most important things you can do for your dev team is to track their time spent per task. This is going to be key in learning how to charge your customers appropriately and how to hold your team accountable too in their time spent for clients. We love **Harvest** and use it daily in our dev management. It's very straight-forward and you can print a report for a client on the spot too.



Basecamp – Project Management

Sign up for Free to [Basecamp](#) – an easy-to-use project management / client communication system. We have used this online software since day one with WebTegrity. All communication during a project build goes through here with our clients. It's scalable too so it can grow with your client list.



Jira

Wrike



Jibble

If you're looking for a free resource for your team to clock in and clock out – Jibble is the best possible add-on for Slack. Your team can manage their hours easily from the app or website. It's a quick and easy fix for any growing team. The WebTegrity team uses this tool daily to measure profitability. Add [Jibble](#) to your slack communication today.

Improve Process

- Actually Have a Process
- Track Everything (use tools)
- Don't Be Bullied

7 Steps to Sustainability

1. Know Your Purpose
2. Have an Exit Strategy
3. Improve Your Services
4. Improve Your Profit
5. Improve Your Process
- 6.
- 7.

Invest
in People
& Your
Culture



Invest
in People
& Your
Culture



Invest in People & Your Culture



Invest in People & Your Culture





Invest
in the
Community



Invest
in the
Community



<https://make.wordpress.org/>



Five for the Future

WordPress & Digital Marketing Tips
ASK KORI.com



New Tutorials Every
Monday &
Wednesday 📢



Kori Ashton
37.6K subscribers

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COMMUNITY

STORE

CHANNELS

ABOUT



CHAT



How to Become WordPress Freelancer

Kori Ashton • 1K views • 4 months ago


If you're looking for resources and ideas on How To Become a WordPress Freelancer - here's a great starting point from Kori Ashton from <https://askkori.com>. Learn tips and resources on supporting ...

CC

WORDPRESS FRIENDS

 **WPBeginner - WordPre...**

SUBSCRIBE

 **WPWatercooler**

SUBSCRIBED

 **ThemePunch**

SUBSCRIBED

 **Shawn Hesketh**

SUBSCRIBED

Uploads ▶ PLAY ALL



Invest in the Community

1. Know Your Purpose
2. Have an Exit Strategy
3. Improve Your Services
4. Improve Your Profit
5. Improve Your Process
6. Invest in People
7. Invest in Community

SUCCESS!!





*Thanks,
Y'all*

Kori Ashton

Please review me at any of these:

www.AskKori.com

Facebook.com/koriashton

Linkedin.com/in/kori-ashton