



Baffled about billing? Try these tips on for size...

1 Working with a brand-new client?

Create a getting-to-know-you project, for the benefit of you and them! Define a (very) small project & offer to bill them upon completion, as a "trial run."

Once the trial is over, switch to upfront billing.

2 Take it Up Front... Take it ALLLL Up Front

You're working on a medium-size project & and you've already established a solid, trusting relationship with your client. That's awesome. Now is the time to start charging up front.

Yep — define the project, write out the scope, price that bad boy, and take a 100% deposit. The deposit secures your time & attention for the client (because you no longer have to worry about cashflow), so it's a win-win for everyone. Don't forget to specify how much will be returned if the project gets axed, and when.

3 Going Halfsies on Big Projects

When your project is more than a few thousand dollars' worth, or expected to run longer than 6 weeks, then it's time to meet your client half-way. Take a 50% deposit to begin work, and the rest on completion. (If your project will run for a long time, then schedule intermediate pay dates!)

4 Kiss the Gift Horse

However, if your client offers to pay you 100% upfront, why argue? ;) Bonus: you can offer goodies to help persuade your client to pay up front, such as a discount or extra freebies in the work department!