

# 6IXGUN

6IXGUN, LLC

## Getting Started

*A guide to understanding our creative process*

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**Getting Started Guide  
New Client Information Series  
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## Welcome!

Welcome to 6IXGUN! We are your small and medium sized business and internet marketing team! Thank you for considering us for your next project. This document is your starting place. It will outline how we work, our project and information flow, what is required for success on our part - and yours, and what to expect during the various stages of the project.

Let's talk about our goal: its really simple actually - to provide you, our client, with the best possible value and return on your investment for the money and time you invest in us. We do this two ways - first and foremost we listen. Second, we maintain high customer satisfaction by truly taking the time to understand your needs - we then communicate with you before, during and after each phase of a project to make sure we are on track.

We will be the first to admit that we are not for everyone. We require more interaction with our clients than most developers, and our work is not a commodity. We do not compete with budget web designers or your friend's son in college, but when compared to large agencies and long established companies, our rates are exceptionally competitive. Before we scare you off thinking we are too expensive - we have built websites that range in cost from \$300 - \$10,000 or more so no job is too small or large if it is a good fit for both parties. We reserve the right to manage expectations on what we provide at the lower end of the range however. Please visit the link for "Website Options & Pricing" on the client resources / new client page on our website. We work best with individuals and companies that understand how to work within a budget, who take a personal interest in knowing how their marketing dollars spent are working for them, and who have the willingness to measure our performance in terms of return on investment over time rather than just initial cash outlay.

If you are still with us, you're probably already starting to see that we do things radically different from other companies. For starters, we do not view ourselves as just a supplier of a service or even as a basic contractor... and we are far from just a web site developer. We have many years of experience in marketing, channel distribution, online media development, imaging, branding, technical consulting and working with medical practices - this allows us to consider your situation, and then partner with you to become a highly integrated part of your overall marketing plan. In addition to web work, we can provide many other services such as print management, photography, collateral design, graphics work, video conversion, blogs, training, and general consulting. In the case of a smaller business or sole proprietorship, we essentially become your marketing team by bringing our years of experience to the table - at no additional charge.

Now that we have your interest, there are some very specific steps we take to ensure the outcome of each project meets or exceeds your needs.

### 1. Preparation

Before you meet with us it would be of great assistance for you to be ready with the following information:

- Budget (minimum and maximum - please note we will not proceed without a budget ballpark\*\*)
- Scope of work to be done (i.e. replace website, new website, or re-skin website, SEO, etc)
- Do you have access to your current website (i.e FTP, login, etc) and source code ?
- Do you have all your artwork like logos, graphics etc. ?
- A list or mental note of the challenges or problems you are looking to address

\*\* budget discussion exceptions: larger organizations that require RFP / RFQ responses or sole proprietors / individuals that are completely new to business marketing and internet development. Work contracted by the hour is exempt as well.

## 2. Initial meeting

This can take place by phone or in-person, but we prefer face-to-face meetings whenever feasible. To start, we explore what it is your business does, what your challenges are, what problems you are looking to solve, and how we can address them. This helps us tailor a solution specific to your needs. We go over the items on your prep list, and once we have an understanding of what you want to achieve, we dive into the details of timing and budget. While we may discuss a ballpark cost, we won't commit until we complete the following two steps below.

## 3. Discovery

We take the information we got at the meeting and research what needs to be done. This process can take anywhere from a few minutes to several days depending on the scope and complexity of the work. This process allows us to provide an accurate and timely quote. In some cases, we will require login permission to your site in order to complete our assessment.

## 4. Quotation

Once we understand exactly what it is we are doing, we prepare a contract which includes a quote for proposed services and statement of work based on #1 - #3 above. Typically this is provided 2-5 days after the initial meeting. The document outlines exactly what you will be getting and where it fits into the discussed budget. It is in a "plain English" format that is very easy to understand. In addition to providing a baseline quote, we will indicate approximate timing of completion, and opportunities or suggestions for further work if applicable.

## 5. Review / Revision Period

You review the contract / quote and we address any questions / revisions to the statement of work then. This process usually takes one day.

## 6. Client Contract Approval

Once contract meets your approval, you sign it and return it to us via U.S. Mail. Once we receive it, we will sign it, and return a copy to you ASAP.

## 7. Project Preparation (client responsibility)

Once the contract is signed, please download and fill out the following forms from our website (located under client resources - existing clients). This process allows us to gather all the information in one place prior to the start of the project and it allows us to refer back to it when needed without bothering or waiting on you for more information.

- Read our Communication and Copyright Policies
- Client Content Form (provides us a page by page guide on what you want to display on site)
- Client Data Form / Planning Checklist (provides us with your site info, logins, e-mail access, etc)
- Signed SEO / Maintenance / Leasing agreement (if applicable)

Note - We do not start the project until all forms have been returned to us completed. Not all clients will be required to complete all forms, we will request what is needed in the contract.

## 8. Project Commences

When all information has been gathered and the prep forms returned to us, we start the project. There are times when its not practical to wait for everything to be completed, in which case we will start the project but follow up to complete the missing items. One this phase begins we will send you articles to approve, such as photo proofs, site concepts, template designs, etc. Once approved, full work begins.

## 9. Project Duration

We do the very best we can to meet the dates we project in our contracts and we love to work on deadlines. We do this by assigning each project a time slot. In most cases we meet our dates set forth in the contract, however there are times we do not. Please see project delays below.

## 10. Project Delays

All projects are assigned a time slot - for instance if we think a project will take two weeks to complete that is the time we assign it. Whether we hit that target or not is highly dependent on whether clients get us all of their information in a timely manner. More often that not, delays in content delivery impact final delivery date.

We are OK with that, after all - its your project, but please keep in mind that delays are not always linear. For instance, if we have to back-burner a project as we wait for missing content - it will take us out of the assigned time slot. Once that happens, we will not only have a harder time honoring our initial delivery date in the contract, but we will most likely expand the time slot as well. When a project slips, we almost always start another project to fill in the gap. When the missing content is delivered, we usually do not immediately go back to work on the delayed project because the time slot was given up. In some cases, it has taken us several weeks to make up the time, depending our workload. For instance, a project that was supposed to take us two weeks may take four weeks or more if we slip time slots even by a few days.

We communicate this up front so that it is clear our work with you is a partnership. We are just as dependent on you as you are on us for project completion. Clearly there is a reward for an organized approach to working with us, as the project will be delivered on time and on budget. Delays are not the end of the world, but almost always they impact delivery date and sometimes even project cost.

## 11. Communication During Work in Process

We do what we can to gather everything up front, but inevitably, there are some stragglng items or follow ups required. We believe in communicating early and often. So if there are issues, we bring them up as soon as we notice them. In order to avoid delays, we politely ask that you prioritize your response to our e-mails (if requested) during the project so that we stay on course. This one simple request has kept many projects on time. Due to our help desk approach, our sole method for communicating project related details is via email.

## 12. Proofing In-Process and Implied Approval

When the project is in the work-in-process stage, we will notify you via e-mail when previews, proofs etc. are available for you to view. In the case of websites, we will upload the template code to our servers and provide you with a temporary address to access the work. We feel that doing this allows you to give us feedback while the work is being completed to make sure we are on the right track. We'd rather make several small adjustments early on than larger ones later. It is assumed that if there are no comments or feedback during this stage, that approval of the overall direction of the project is implied.

### 13. Final Approval / Wrap Up

This is the final stage where you do a final review of the project to assure its completion, and make a punch list of any remaining issues (i.e. typos, minor changes or revisions, etc). We will then apply the changes and request payment.

### 14. Payment / Project Release

Once the work is completed to your satisfaction and all loose ends are tied up, we request payment in full. Since we are a small company, our terms are net zero, meaning payment is due immediately. Once payment is received, we will immediately upload your site or deliver your project. Per the terms of our contract, we will not release the work until payment has been received. Once released your website will be live, and a copy of your work will be available to download for backup purposes.

### 15. Follow Up:

During the first 30 days, you are free to request revisions, corrections and minor modifications at no charge. Beyond that will require a maintenance contract or bill-by-hour invoice. We will follow up at least once within that time frame to make sure everything is running well and that all work was completed to satisfaction.

### 16. Client Feedback

After the project is done, we would like to hear from you on how we did! We don't just want to hear the good stuff either - if there were issues, shortcomings or areas in which we could improve we always take it seriously. Our business model is one of continuous improvement - so even if things went really well, we feel there is always room to grow. There is an old adage that goes like this "If you liked our service tell everyone you know about us, but if you don't - please tell us so we can make it right". We truly believe in that so keep that in mind!

### Conclusion

Hopefully this gives you a good understanding of what to expect when working with us and the various steps we take when completing a project. Please feel free to browse our websites for more information or call us any time. We are glad you are considering 6IXGUN, LLC for your next project and we look forward to working with you.

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