Usually people have one project and that's kinda the end of it — and the project is a website.

- Income coming in now
    - Expand on project size and the amount that's being paid right now
- Income coming in in the future
    - Charge for support
    - Create a new project with them
    - Recurring revenue from your clients

Income coming in now

Proposal

Three tiers depending on the client's budget

If the client's budget is lesser that what's needed for the project

- Base — the MVP of what's needed
- Normal — The project according to client's desires and specifications
- Ultimate — The project according to client's desires and specifications + Remove pains and roadblocks they have + adding benefits they want in the future

If the client's budget is more than what's needed for the project

- Base — The project according to the client's specifications
- Normal — Includes their desires and benefits (the bells and whistles)
- Ultimate — The project according to client's desires and specifications + Remove pains and roadblocks they have + adding benefits they want in the future

If you want to bring in the money now, you can give incentive for upfront payment.

- Full payment upfront - 5% discount or some additional bonuses
- Normal payment - 50% upfront + 50% at the end before handover

Additional Services

- SEO stuff
- Digital Marketing stuff
    - Posting to Facebook/Twitter
- Content management
- Analytics
- Ongoing consultancy / servicing
- Design
- Other kinds of development

Accounting for changes

- Project includes 2 rounds of design changes. Additional changes will be billed at $x/hour — this is marked up $x/hour compared to your usual amount used for calculations.
- Development aspects feature changes will be a new scope.

Income coming from the future

- Support / Maintenance
    - Hosting
    - Retainer contract — support the project, but don't support extra new stuff that they ask for.
        - Rollover period. 1 month rollover maximum, there is a rollover cap of x hours.
        - What you can include
            - Maintenance and bugfixes
            - Consultancy
    - $x/hour - Mark this up so you can give them a 10% discount or something.
- New Projects
    - Anything with a new scope

Roadmapping — Charged initial consultation about the project. This only makes sense for projects > $20,000.

- Roadmap would generally be for between $500 to $2,000.