

# THE HYBRID RETAINER WORKSHEET

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<p><b>Proactive Improvements</b></p> <p><i>The fixed tasks you do every month so your client can "set it and forget it."</i></p> <p><i>Ideas: Perform software updates, design a fixed number of ad campaigns, write a fixed number of blog posts...</i></p>	<p><b>Priority Support Hours</b></p> <p><i>What type of work do you do for your client that is not on a recurring schedule? What's urgent for them?</i></p> <p><i>Ideas: Software bug fixes, small planning/consulting projects, improvements or expansions of existing designs, copy-editing or writing of one-off content...</i></p>
<p><b>'What if I don't sign up?'</b></p> <p><i>The 'reversal' where you show the client how much it would take to replicate your efforts.</i></p> <p><i>Ideas: You will have to ensure you have an in-house team dedicated to software security; you may have to wait 2-3 weeks; you will pay a minimum project fee...</i></p>	<p><b>Bonus Points</b></p> <p>My business hours are ____.</p> <p>My minimum project fee (for non-retainer requests) is \$____.</p> <p>My "small" retainer costs ____ per quarter.</p> <p>I can offer this to ____ clients this week, and their names are... <i>(write them below)</i></p>