



POLICIES & PROFESSIONALISM – A CHEAT SHEET

A little disclaimer first:

Drafting good policies to protect you and your business often requires legal expertise. This "cheat sheet" is not a replacement for legal counsel, and should not be construed as legal advice. This document is for educational purposes only – a primer for you to use when drafting your business policies with a qualified legal professional.

ELEMENTS OF A GOOD FINANCIAL POLICY

There are a few things that should be covered in your financial policy. If you have a web site, **consider** posting them so your clients, and potential customers, can easily reference them.

Your policy may include:

- How you charge for your services: flat rate, monthly fee, per project, hourly etc
- When you invoice
- When invoices are due
- What types of payments are accepted
- Refund and cancellation policies
- Termination of services
- Deposits & reimbursable expenses
- Policies also change and grow over time – don't forget to revisit them annually to make sure you are covering all your bases, and no portion of the policy has become obsolete.

PROFESSIONALISM – THE KEY TO A STELLAR CUSTOMER EXPERIENCE

- If you are a service based business, have a written and signed agreement between you and your client detailing the scope of work and pricing
- Turn your work in on time - lateness is poor form
- Use a professional invoicing software, or at least a standard template, so your billing information is uniform and consistent
- Stay true to your word, and to your contract. Invoice as agreed, and make sure your payment terms are clearly spelled out on the invoice itself
- Stay customer service focused at all times. If the relationship turns sour despite your best attempts, try to end it gracefully anyway.
- Make sure your customers know HOW to pay you – make it easy for them by including a PayPal or credit card link, and/or clearly stating how payment should be sent
- If your project hits a speed bump, don't focus on the problem, focus on the solution.