



FREE GUIDE · NO EMAIL REQUIRED

Delivery that gets you rebooked.

Clients rehire the experience as often as they rehire the work. The two documents that prevent most disasters, the 48-hour preview, and how to handle notes without losing the job.

Two documents prevent about ninety percent of client disasters, and both exist before a camera comes out. Neither is long. Both are boring. That is the point.

1. The scope of work

Exactly what is included: the deliverables **counted** (one 60 to 90 second recap, three to five vertical clips, not *some videos*), how many revision rounds, what the client must provide and by when, and the sentence that saves you a thousand headaches:

“Anything beyond this scope is billed additionally.

Scope creep is not a client being difficult. It is a client being human in the absence of a written boundary. *Can you also just quickly...* stops being a fight and becomes a friendly quote the moment the boundary exists on paper.

2. The production schedule

Dates for every benchmark: shoot day, first cut, feedback due, final delivery. And the clause beginners always miss:

“Client feedback gets deadlines too.

If their notes arrive nine days late, your timeline shifts with it, and the schedule says so in advance. That one line converts *why isn't it done?* conversations into *the schedule moved when the feedback did* facts.

Benchmarks

Break the project into checkpoints sized to its complexity. A small job might need one; a big build needs five. Outline or shot list, first pass, second pass, final. At each one, invite feedback early and out loud. Notes are not an insult to your work; they are the client steering toward what they actually hired you for.

Two rules that keep feedback healthy

1. **Notes are a symptom. Diagnose before you edit.** Clients are excellent at telling you something is wrong and terrible at prescribing the fix. When they say *make the logo bigger*, treat it as a symptom, work out the real problem (usually: the brand does not feel present enough) and solve *that*.
2. **If you have made your case and they still want it their way, the tie goes to the client.** It is their money and their product. Losing a relationship over a colour grade is a rookie tax. Do not pay it.

The 48-hour preview

This is the delivery move that costs you one evening and buys you a reputation. Whatever your full turnaround is, get a small taste into the client's hands within 48 hours. A 15-second teaser. Three selects, edited. One hero photo.

WHAT IT DOES	WHY IT MATTERS
The client relaxes	The work is visibly happening, so the anxious check-in email never gets written
Their audience sees your work at peak attention	For an event, the hype window dies by Wednesday. You just handed them something to post while people still care.
The full delivery gets a trailer	Anticipation, instead of two weeks of silence
You look faster than everyone else	Fast preview, unhurried final. That combination is what clients tell their friends about.

Communication that keeps clients

- Say we and mean it. Our film, our launch, we're going to hit this deadline.
- Anchor every update to the goal from the first call, not to your process.
- Never disappear. A two-line Tuesday update costs thirty seconds and prevents every anxious email before it is born.
- When something goes wrong, and it will, say so early with the fix already attached.

After delivery: the quarter tap

The project ends; the relationship should not. One month after delivery, check in: how is the video performing, did the gallery get around? Then a light touch every quarter. A hello, a relevant idea, congratulations on something they posted. You are staying top of mind for the moment a need appears, and listening for new problems to build services around.

Ask for the testimonial at the peak, which is the moment they first see the finished work, not three weeks later. And ask for the referral in the same breath. Repeat business is the cheapest revenue you will ever earn; it is how a client list becomes a company.