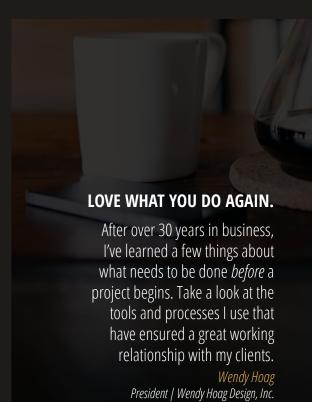


# HAD A COUPLE OF SLEEPLESS NIGHTS BECAUSE OF OUTSIDE VENDOR WOES?

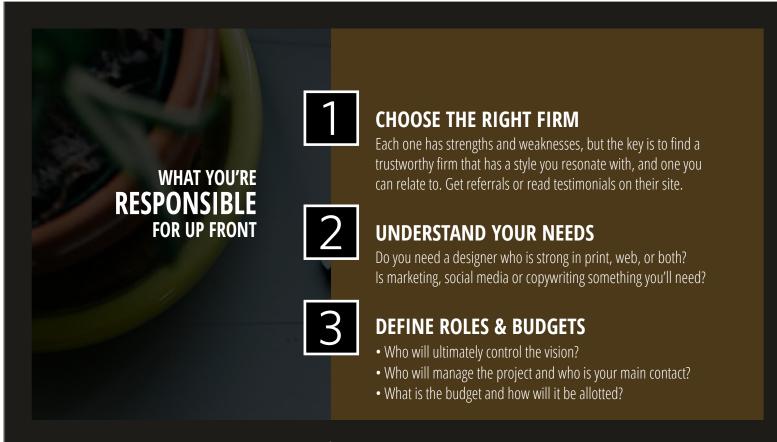
HERE'S WHAT YOU BOTH NEED TO SLEEP BETTER AT NIGHT.



- 1. MUTUAL TRUST
- 2. GOOD COMMUNICATION
- 3. CLEAR EXPECTATIONS
- 4. COMMITMENT/ACCOUNTABILITY









**DEFINE. CLARIFY. COMMUNICATE.** 

MAKE SURE EVERYTHING IS CRYSTAL CLEAR



#### **GET THINGS IN WRITING**

Request a contract. The agreement should cover:

- Scope of project
   Costs of revisions
- Intellectual property rights, cancellation terms, etc.
- Timeline and delivery of final product



#### **HAVE A PROJECT PLAN**

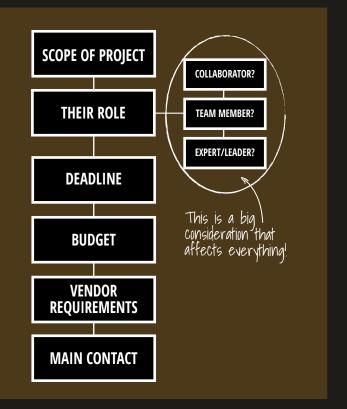
- Allow time for several drafts and review cyles
- Identify who is responsible for what
- Use a spreadsheet or other tool for easy tracking



#### **BE ACCOUNTABLE!**

Be sure you respond quickly with your tasks and approvals. Delays in these areas cause the flow of the project (and the firm's enthusiasm) to deteriorate.

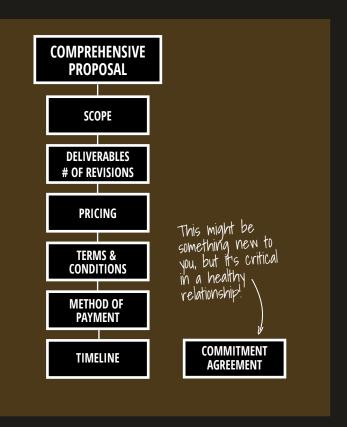


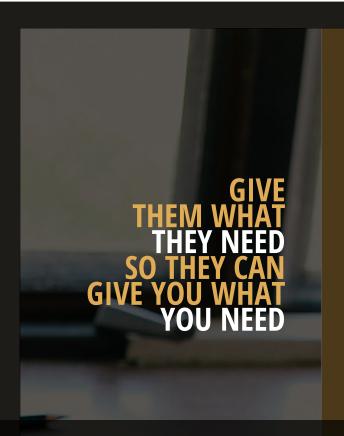




### TRUST, COOPERATE & SUPPORT EACH OTHER







RULES
OF ENGAGEMENT

HOW TO REDUCE YOUR STRESS, FRUSTRATION TIME AND EXPENSE

FREE RESOURCES

START PROJECTS ON THE RIGHT FOOT: DOWNLOAD AT WWW.HOAGDESIGN.COM





## TAKE CONTROL OF YOUR PROJECTS. HELP YOUR DESIGN FIRM HELP YOU.

- Assignment Brief
- Brand Architecture Blueprint
- Marketing Strategy Questionnaire
- Logo Planner
- Website Marketing Questionnaire
- Website Content Planner
- Local SEO Planner
- Pay Per Click Planner
- Facebook Planner
- YouTube Planner
- Project Planner e-Commerce Site
- Project Planner Web Site