

Template:

A Client's Guide to Revisions

DELETE THIS PAGE

This template will help you explain exactly how timelines and revisions work. It should be shared at the beginning of the project, along with your brief. To use this template, simply adjust the information in each column to reflect your preferred timeline, rate, and structure.

TIMELINE

This is where you'll specify how much time you'll need for each phase of the process.

PHASES

This lets the client know exactly what each step of the process entails, and why it's important.

REVISIONS

Here, you're helping your client understand how many revisions they can expect to receive as the project progresses.

FEES ASSOCIATED

This template shows a percentage of the fee associated for any revisions, partly to keep things simple, but also to let a client know what that amount will look like in relation to the total. As you can see, the further along a client moves in the process, the higher the revision fees become. We do this to encourage clients to ask for changes earlier rather than later.

This template came from Tyrus, a free digital toolkit from Airbnb Design. To learn about Tyrus and find more downloadable templates, visit tyrus.design. Feel free to edit this template and utilize it for your own purposes.

Hello _____,

thank you for sharing your feedback.

I'm looking forward to getting started on the next draft! One thing I did want to address beforehand, however, is your note about [insert client feedback].

While I'm generally happy to accommodate client requests, I'd like to offer my thoughts about why it might be worth considering a different approach in this case. Over the years, I've noticed that it's much more powerful to show [insert reframing of feedback] because [insert reasoning]—and in the interest of creating the most impactful, effective, and current work possible, I wanted to share this perspective before moving forward.

I'm happy to discuss further if you'd like!

Phase 1: Kickoff

TIMELINE

PHASES

REVISIONS

% OF FEE
ASSOCIATED

Phase 2: Concept Sketches

TIMELINE

PHASES

REVISIONS

% OF FEE
ASSOCIATED

Phase 3: Color Draft

TIMELINE

PHASES

REVISIONS

% OF FEE
ASSOCIATED

Phase 4: Proposed Final

TIMELINE

PHASES

REVISIONS

% OF FEE
ASSOCIATED

Phase 5: Final

TIMELINE

PHASES

REVISIONS

% OF FEE
ASSOCIATED