

THE CRAFT METHOD

CAPTURE → REFINE → ARRANGE → FULFILL → TIE-UP

A REPEATABLE PROCESS FOR MANAGING EVERY FREELANCE PROJECT

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CAPTURE

- ☐ CREATE YOUR CLIENT AND PROJECT FOLDERS
- ☐ SAVE THE BRIEF, INVOICE, FILES + USEFUL MESSAGES
- ☐ CREATE: ADMIN | RESEARCH | DELIVERABLES FOLDERS
- ☐ LIST ANYTHING YOU STILL NEED FROM THE CLIENT

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REFINE

- ☐ CONFIRM EVERY DELIVERABLE & REQUIREMENT
- ☐ DEFINE THE DEADLINE, APPROVAL & REVISION PROCESS
- ☐ AGREE WHAT "FINISHED" ACTUALLY MEANS
- ☐ RESOLVE MISSING, VAGUE, OR CONFLICTING INSTRUCTIONS

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ARRANGE

- ☐ COMPLETE YOUR RESEARCH & GATHER RESOURCES
- ☐ CONFIRM ACCESS, ASSETS, TOOLS & RESOURCES
- ☐ MAP THE WORK IN A LOGICAL ORDER
- ☐ MAKE KEY DECISIONS BEFORE PRODUCTION BEGINS

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FULFILL

- ☐ FOLLOW YOUR REPEATABLE PRODUCTION CHECKLIST
- ☐ COMPARE THE WORK WITH THE ORIGINAL BRIEF
- ☐ OPEN FILES, TEST LINKS & REMOVE INTERNAL NOTES
- ☐ USE V1, V2 & V3 ETC. UNTIL APPROVED

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TIE-UP

- ☐ RECORD APPROVAL AND LABEL THE APPROVED FILE "FINAL"
- ☐ CONFIRM PAYMENT AND ARCHIVE THE PROJECT
- ☐ SAVE USEFUL LESSONS, TEMPLATES, AND UPDATE CHECKLISTS
- ☐ REQUEST A TESTIMONIAL OR PORTFOLIO PERMISSION

BUILD YOUR C.R.A.F.T PROCESS

CHOOSE ONE SERVICE YOU PROVIDE REGULARLY.
WRITE THE ESSENTIAL ACTIONS FOR EACH STAGE.
THEN REUSE IT FOR EVERY PROJECT.

CAPTURE

WHAT MUST I GATHER AND SAVE?

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☐	_____
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REFINE

WHAT MUST I CONFIRM BEFORE BEGINNING?

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ARRANGE

WHAT MUST I RESEARCH, PLAN OR PREPARE?

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FULFILL

HOW WILL I PRODUCE, CHECK AND DELIVER THE WORK?

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TIE-UP

WHAT MUST HAPPEN BEFORE THE PROJECT IS TRULY CLOSED?

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☐	_____

NEED MORE GUIDANCE?



**LISTEN TO THE
PODCAST**



**JOIN MY
NEWSLETTER**



EMAIL ME

