BeyondLogic

A PRACTICAL GUIDE FOR FREELANCE WEB PROFESSIONALS

# From One-Off to Ongoing

Monthly website support, made clear.

Update this photo

One more change

Can you help?

YOUR MONTH, DEFINED

- Clear scope
- Room to deliver
- An agreed next step

Short lessons. Useful examples. One manageable offer.

# Put each request in the right box.

A support plan must not charge twice for work you already owe.

Already owed — Ongoing help — New project

EXISTING COMMITMENT: an unfinished agreed item or defect covered by your original terms. Resolve it under those commitments.

ONGOING HELP: a new update or check that fits a separately agreed support service.

NEW PROJECT: a new feature, page, integration or redesign beyond that service. Scope and price it separately.

FOR EXAMPLE

Fix your broken agreed form: check the original commitment. Replace approved team photos: possible support work. Add online booking: a separate project.

YOUR MOVE

Classify your three requests.

Check: If a request is ambiguous, clarify the original agreement before pricing it again.

# Give the plan an edge.

A useful service has a stopping point.

State the monthly allowance or output limits, revision limit, request channel and who chooses priorities.

Decide what happens to unused capacity. If it expires, say so. If it rolls over, cap the amount and expiry so you can still deliver it.

Before extra work starts, agree its scope, price and timing. Never silently add charges.

FOR EXAMPLE

'90 minutes per calendar month. Unused time expires. Email requests to one inbox. I'll flag work that exceeds the remaining allowance before proceeding.'

YOUR MOVE

Write your limits and extra-work rule.

Check: The client can tell when another quote or decision is needed.

# Give your price a floor.

Start with your numbers. Then judge the offer's value and market fit.

| | |
|---|---|
| 2 hours x $60 internal rate | $120 |
| Allocated monthly tool cost | $10 |
| Subtotal to recover | $130 |
| Assumed fee: 3% of price | $130 / 0.97 |
| Minimum, rounded up to cents | $134.03 |

All figures are fictional USD. The internal rate must already allow for your pay and overhead. Add any fixed transaction fee before dividing.

This is a cost check, not a market price. Use your actual fee rules and costs; tax treatment is separate.

YOUR MOVE

Calculate your floor in the Numbers worksheet.

Check: If you can't explain an input, mark it unknown and investigate before quoting.