



10 Tips ✓

For Getting 5 Star Results From a Contractor

Hi, Sequoia from Funnel Amp here! These helpful tips have been compiled to improve your experience when working Funnel Amp or any other agency or contract developer. If you have a question about these tips or would just like to get in contact you can send an email to sequoia@funnelamp.com.

Tip #1 - Maintain Good Communication

Poor communication is one of the main reasons a project will fall off of schedule.

During the course of your project a contractor may request information from you that's critical to moving the work along, or you may be asked to approve part of the project before any work can continue.

At Funnel Amp, we encourage clients to reply to such requests and action items within **1 to 5 business days**. When clients take longer than this to respond, it means their allotted time starts to spill into other client's time and that's not fair to other clients, so it's very important that you respond to contractor requests as soon as possible.

Another important point is if you're having some kind of life circumstance that makes it difficult or impossible for you to continue with a project, you have to convey that to your contractor. Sometimes a client may think that they can simply stop communicating and whatever work was created will remain with the contractor, and then they can come back months later and pick up where they left off.

The reality is you can't do this, unless an arrangement has been made between yourself and the contractor. Most agencies will only retain project materials for a few months for completed or abandoned projects before deleting them

from their servers. So it's very important that you convey to the contractor or agency anything that might be interfering with getting the work done. This will put the contractor in a better position to actually help you.

Tip #2 - Don't skip your phone consultation

At Funnel Amp, every client is provided the benefit of a 30 minute phone consultation before we dive into a project together. In my opinion text, emails... these are not good substitutes for an actual phone consultation.

When a client is talking to me on the phone and you're telling me about your story, your business and your project, I'm able to pick up on nuances and details that get lost when you're simply typing words to me. I can hear the enthusiasm in your voice, or if there's something that hasn't been working for your business and you need help with it, I can hear the disappointment too and I pick up clues that guide me in determining what the focus of your solution should be.

The phone consultation is definitely a richer opportunity for the exchange of ideas, and it leads to a higher quality result with your project.

Tip #3 - Don't be shy, provide as much detail as possible

During your phone consultation with Funnel Amp, there is no such thing as TMI (too much information) and even though I say it's a 30-minute consultation it's natural for it to go on for 40 minutes to an hour. When I schedule client consultations I allow for this flex in time so we're free to deep dive on your project goals.

The more details you're able to provide during your phone call, the more information I'm able to tap as I work on your solution, so be as detailed as possible: tell me the full story about what inspired you to start your business, tell me what your goals are for your business and what a successful project outcome will look like to you – even share any bad experiences you've had with past contractors.

All these details help me and my team as we develop the best solution for you.

Tip #4 - Pick one person to act as the liaison between your company and the contractor

I have a short story behind this tip: I was once hired to write content for a company. We had our initial consultation about 30 to 40 minutes, and the consultation was with two people that I was led to believe were the decision makers in the company and for this project.

So I went off and proceeded to do the work. I turned it into my clients for review, and they sent the content back to me with requested edits. As I'm reading through the edit requests, I notice the request are not coming from just the two people I originally had the consultation with, but from 3, 4, 5 additional people.

To make matters worse each person was asking for changes that ranged from slightly different to completely contradictory to the requests that were made during the initial consultation.

The end result was that I managed to create some content for this company, but because there was not just one person who was the key decision maker, or one person who was designated as the main point of contact, the content I created was good, but didn't match the goals that everybody wanted on what turned out to be a committee.

In this scenario there are two things that are important to note: if within your company there's a committee of people who determine the ideal outcome for a project, it's very important that **there's a consensus** on what a successful project outcome should be...before you reach out to a contractor.

Number 2: there should be one and at most, 2 people that are the **main contact for the contractor** during the course of the project. The more people that are involved in the process the more confusion.

Tip #5 – Read Your Contract

This is a pretty simple tip but it's worth mentioning. Once in awhile we'll get a client or two who skips reading their contract completely. The contract is there to protect both the contractor and you, the client, so make sure you do read it before you sign it.

A well written contract should act as a road map and a guide for how your project development will proceed; it should show the Milestones, the method of payment required to start work, at what point payment is due, and the provisions both client and contractor are bound by once the document is signed.

Many times a question that a client has is already answered by the contract so treat your contract like the important document that it is, refer to it frequently and if you don't see a question answered by the contract don't be afraid to reach out to the contractor or agency to have your question answered before you actually sign.

Tip #6 – Trust the process - Don't tell a contractor how you think they should do their job

So, it's assumed that when you hire a contractor, you've done your research, you've read the contractors reviews, and their website, and you were impressed by their work enough to pay them for their expertise.

Once you've hired a contractor, you have to trust them to do their job, so allow them the room to do that. You wouldn't tell your dentist how to conduct a root canal, or your plumber how to fix your shower...you gets the gist.

Nothing will turn off a competent contractor faster than a client that attempts to micromanage. I often tell my clients that when you work with a contractor in a way it's like engaging in a temporary marriage and in a marriage you have mutual respect. Likewise, in an arrangement with a hired a professional contractor, you get the best results when you respect the skills of the person or agency you've hired.

So in summary, Tip# 6 - Trust the process. Trust your contractor's experience, and your project will come out a whole lot better. And if for some reason a gut feeling is telling the contractor or agency won't give you the results you want, simply don't hire them.

Tip #7 – Don't pit contractors against each other

Sometimes, startups, young companies and small businesses will engage in this tactic because they haven't learned the proper etiquette involved when hiring contractors, or they do know better and just don't care.

Sometimes a client will hire multiple contractors to work on the same project thinking this will make the contractors work harder to try to win the client's approval.

The reality is this tactic has the opposite effect. A skilled contractor or established agency may be deeply insulted to find out that the solution they're working on is now being worked on by a second party. Further, it endangers the outcome of your project because now you have different parties working on the same solution. If they're not working cooperatively, but are competing with each other, that creates friction.

Also, if the contractors have differing levels of experience or incompatible quality standards, your finished project will lack cohesion which means it may not work as intended.

Lastly, having a second or third contractor come in on a project that's already being developed may be in violation of your contract terms and established agencies who find out a client is engaging in this type of behavior will most likely void your contract and end project development.

So this tip is pretty important, don't pit contractors against each other. And if you want to sample a contractor's work before committing to an extensive project, pay the contractor to complete a smaller project and then evaluate the results.

Tip #8 – Remember, you're not the only client

This tip is included because sometimes when a client hires a contractor they will proceed with the relationship as if they've hired a personal assistant that should be available at their every beck and call.

The reality is a contractor has more than one client that they're working with at one time. If they didn't chances are your project cost would be **5X or even 10X higher**. Of course, there are some situations where you can arrange to have an exclusive time slot with a contractor for several months or even years, but these are special circumstances and usually involve a contractor being hired as a semi-permanent team member.

Under normal circumstances, a contractor or agency usually runs by a well-structured development calendar, so sticking to your project's schedule is very, very important. With Funnel Amp, a client's assigned time is "your time" and no other client is allowed to infringe upon it. Likewise, you're not allowed to infringe upon another client's time because that wouldn't be fair.

So for this tip, remember that you are not the contractor's only client, and if a contractor submits an action item to you or some other request required to keep your working moving, please reply to the request in a timely manner to avoid slipping outside of your assigned time and possibly infringing on another client's work schedule.

Tip #9 – Have a realistic project budget

So obviously, in most cases, you won't know the full cost of having a project completed until you get a quote from a contractor. In Funnel Amp's case, we try to make this a little easier for potential clients by having a few pre-packaged projects available on the website along with pricing, so if you plan to work with us you can use these project prices as a guide.

In the case that you'll be working with other contractors, make a list of the ones whose work represents the level of quality you want for your own project, and from these collected quotes, you'll be able to arrive at an average required budget.

Another important tip here: when compiling your list of contractors and agencies, make sure you're picking from a similar level of quality and skills. Don't go find the cheapest contractor possible with the lowest quality work and mix that in with high quality contractors and expect to arrive at a realistic budget. Your budget will be skewed by the two extreme pricing examples.

Before you even begin collecting quotes, ask yourself what's more important to you: Getting high quality, specialized results? Or getting cheap, generalized labor?

Tip# - 10 is pretty simple...remember the human

So this tip is included just as a reminder. We live in a digital world where we can literally press a button and get instant results for most things, so it has to be mentioned sometimes, just remember there's a person behind that screen, behind that email, behind that text.

At Funnel Amp, providing good customer service and high-quality communication are the rule. We likewise ask that our clients be friendly and polite, within reason.

Nobody's asking you to change your personality or anything like that, but just practice good etiquette and we'll have a pleasant relationship and your project will be great and things will move along smoothly.

In conclusion...

These have been 10 tips for getting 5 Star Results from a Contractor.

I really hope that you found them helpful and that we'll be working together in the near future. And even if you don't work with Funnel Amp, feel free to take these tips and use them with the contractor or agency you hire for your next project, and I bet you'll have better results than you anticipated!