



How to **NOT** be a Broke Web Developer

WordCamp Minneapolis 2018

By Kimberly Pigeon

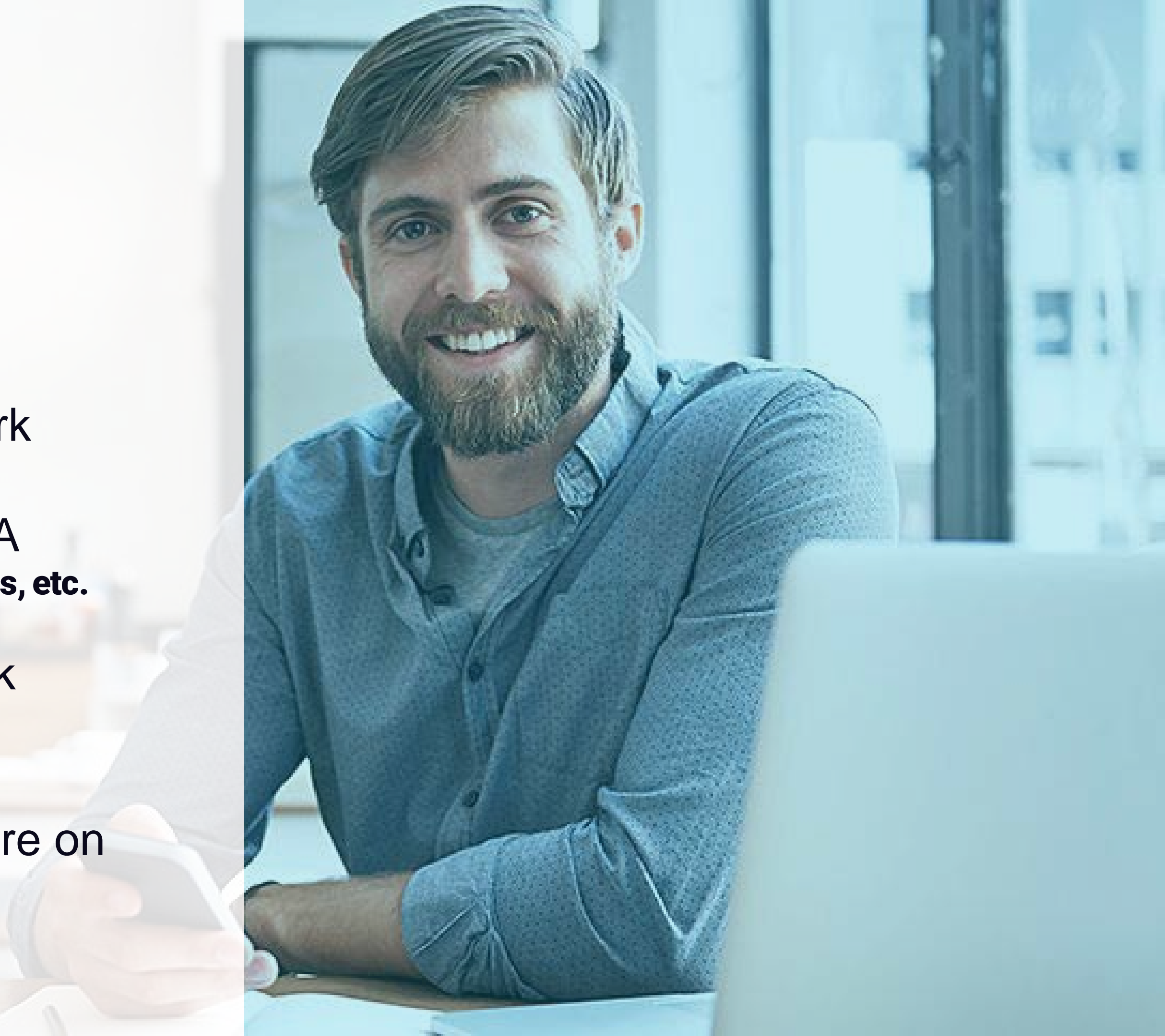


Company or Freelancer A

- Charges \$100/hour for work
- Offers products that help clients
 - **Websites, Ecommerce, Graphics, etc.**
- 2 clients didn't pay for work performed
- Can't make payroll/pay bills

Company or Freelancer B

- Charges \$100/hour for work
- Offers SAME products as A
 - **Websites, Ecommerce, Graphics, etc.**
- 2 clients didn't pay for work performed
- However all other clients are on monthly payment plans



Kimberly Pigeon

BNG Design



VP of **Inbound Marketing**

www.bngdesign.net

I have been part of BNG Team, a business solutions provider, located in Fargo, ND, since 2012. BNG Team was founded on the idea of recurring revenue and a steady flow of income. My main focus was to help build BNG Design, the web and marketing division.

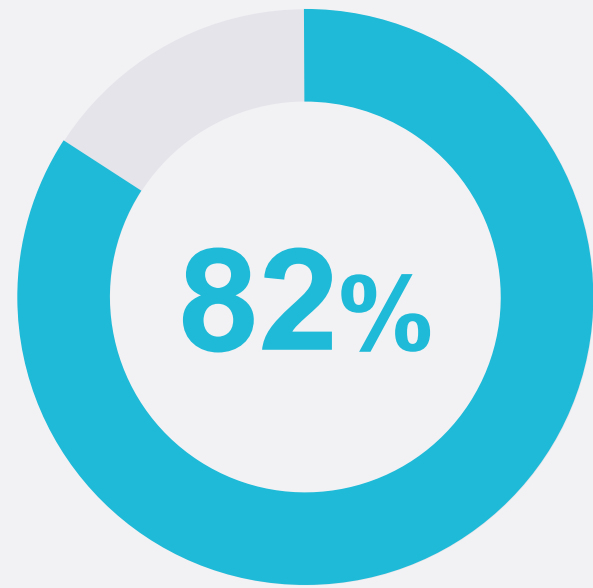
Download slides & resources:

www.bngdesign.net/wcmssp

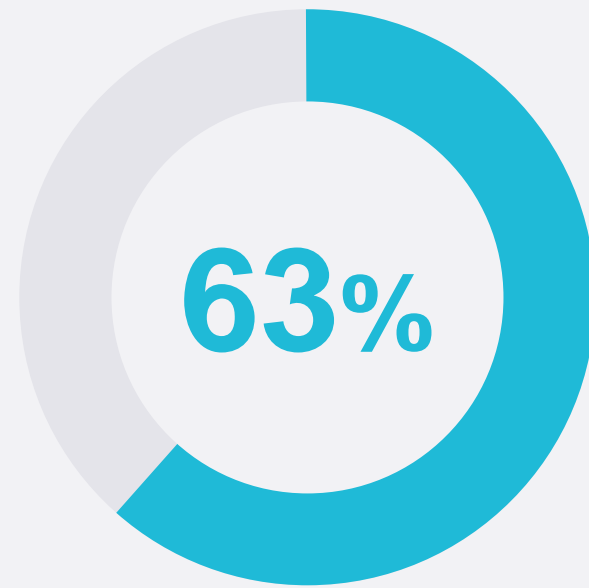
A person in a dark suit and tie is shown from the chest down, holding an empty, light-colored wallet with both hands. The image is heavily tinted with a blue color. Overlaid on the center of the image is the text "Why are we all so broke?!" in a white, bold, sans-serif font. The text is enclosed in a white L-shaped bracket on the left and a white inverted L-shaped bracket on the right.

Why are we all so broke?!

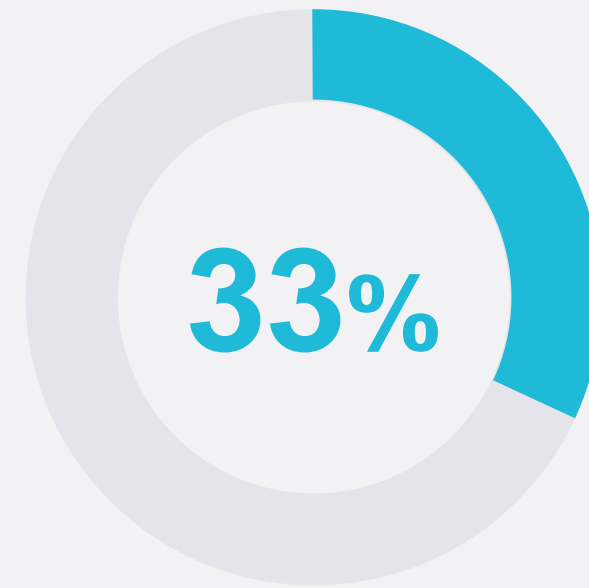
Cashflow Issues for businesses



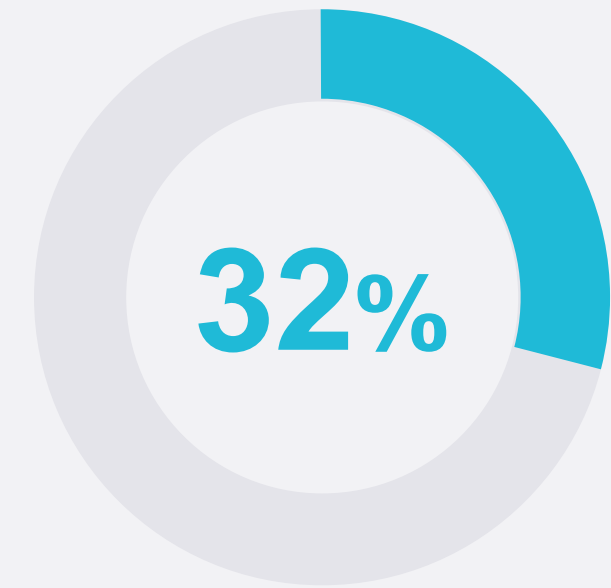
Majority of businesses fail in the first 5 years. 82% of the time, poor cashflow was a major contributor.*



63% of business owners admit cashflow concerns keep them up at night.**



33% of business leaders state insufficient working capital has stunted growth plans.**



32% of business leaders cite concern over late payment.**

\$6000

Freelancers experience a
non-payment loss of an
average of \$6,000 annually.

“Freelancers won’t be paid for nearly **three months; from the end of the accounting period, **60 can equal 75 days.**”**

- Caitlin Pearce, Executive director of the Freelancers Union

A person's face is visible in the background, looking directly at the camera. They are holding a large fan of US dollar bills, including \$20 and \$100 bills. The entire image is overlaid with a semi-transparent teal color. In the center, there is white text enclosed in a white L-shaped bracket on the left and a white inverted L-shaped bracket on the right.

**Great Kim,
So how do I NOT go broke?**

Action Steps

You can take to the bank!



Charge the **CORRECT** amount

We used to charge \$120/hour, we now charge \$175/hour (implemented this year) and have not lost a single client because of the increase.



Set up monthly **AUTOMATIC** payments

Don't wait until you have completed the work. Put your clients on a monthly retainer until the project is complete, which guarantees that you will get paid for the work you are doing!



Create & implement a **MAINTENANCE** plan

Create a reason for your customers to keep coming back to you! If you explain the importance of keeping their site up-to-date, it's a no-brainer!

BNG MAX Plan

The BNG MAX Plan was created to not only help maintain our web projects, but also give clients the ability to add or restructure them. As a bonus, this type of plan leads to consistent and constant workflow instead of one-time projects.

	STARTER	PROFESSIONAL
	\$179 / month	\$299 / month
Daily Backups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CMS Security Upgrades	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Firewall Protection	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Malware Scanning/Removal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



the
MAXPLAN
We maintain your website

	SECURITY	STARTER	PROFESSIONAL
	\$99 / month	\$179 / month	\$299 / month
SECURITY			
Daily Backups We prevent data loss due to hardware or software failures	☑	☑	☑
CMS Security Upgrades Update your WordPress site, plugins & theme	☑	☑	☑
Firewall Protection Proactively block hacker and malware attacks	☑	☑	☑
Malware Scanning/Removal Scan your site to find and fix viruses, malware and hacking attempts	☑	☑	☑
SPEED			
Managed WordPress Hosting Hosting ensure fast, reliable & scalable site load times	☑	☑	☑
Content Delivery Network Up to 50% faster image load times	✗	✗	☑
Built In Caching Technology Helps SEO and visitors experience fast page load times	☑	☑	☑
SUPPORT			
BNG Support 8:00AM - 5:00PM Monday-Friday (Priceless)	☑	☑	☑
Unlimited Uptime Support If your site goes down, we do everything possible to bring it back up	✗	☑	☑
EXPERTISE			
Performance Reporting (Google Analytics) Receive monthly report showing site performance along with other measurables	✗	☑	☑
Actionable Suggestions Monthly suggestions to increase website performance and profitability	✗	☑	☑
Design Hours Monthly hours, implement action items, or other services	0 hours	1 hour	2 hours

Terms & Conditions: Agreement period is for a minimum of 6 months. Plan can be upgraded at any time. No rollover time, monthly hours expire at the end of the monthly billing period. Any time overages will be charged at \$150/hour. Hours can be applied to any of the following services: graphic design, website updates, branding design, content writing, blogging, social media management. Other services available upon approval. Does not cover any domain fees or costs. Agreement starts the day of sign up. Prices are subject to change.

1405 Prairie Parkway Suite C
West Fargo, ND 58078
888.777.5659 701.526.3539
design@bngdesign.net



Create a plan to fit your monthly needs

the
UBER MAXPLAN

These additions can be added to any MAX Plan (see other side)

<p>MONTHLY PHOTOGRAPHY</p> <p>Add new photos to your site each month</p> <p>Includes taking photos, editing, updating on site, etc.</p> <p>Total Time: 2 hours per month Additional hours charged at hourly rate</p> <p>\$200 / month Savings of \$100</p>	<p>MONTHLY SPECIAL OR COUPON</p> <p>1 special or monthly coupon added per month</p> <p>Includes advertisement on home page and other interior pages to promote the special.</p> <p>Total Time: 3 hours per month Additional hours charged at hourly rate</p> <p>\$250 / month Savings of \$200</p>	<p>MONTHLY FEATURED PRODUCT</p> <p>Featuring 1 product per month across your site</p> <p>Includes creating graphics and promoting on other product pages and home page.</p> <p>Total Time: 2 hours per month Additional hours charged at hourly rate</p> <p>\$250 / month Savings of \$200</p>
<p>MONTHLY PRODUCT ADDITIONS</p> <p>Proactively adding new products to the site</p> <p>Includes adding new products with descriptions, images, etc.</p> <p>Total Time: 3 hours per month Additional hours charged at hourly rate</p> <p>\$300 / month Savings of \$150</p>	<p>MONTHLY BLOG POST</p> <p>Adding 1 new blog post per month</p> <p>Includes creating a topic, interviewing, writing 500-1000 words, and publishing with an image.</p> <p>Total Time: 8 hours per month Additional hours charged at hourly rate</p> <p>\$800 / month Savings of \$400</p>	

Terms & Conditions: Agreement period is for a minimum of 6 months. Plan can be upgraded at any time. No rollover time, monthly hours expire at the end of the monthly billing period. Any time overages will be charged at \$150/hour. Hours can be applied to any of the following services: graphic design, website updates, branding design, content writing, blogging, social media management. Other services available upon approval. Does not cover any domain fees or costs. Agreement starts the day of sign up. Prices are subject to change.

1405 Prairie Parkway Suite C
West Fargo, ND 58078
888.777.5659 701.526.3539
design@bngdesign.net



How to NOT be a Broke Web Developer Questions?



Stay in touch!

-  bngteam.com
-  kimberly.p@bngteam.com
-  facebook.com/kimberlydiane86
-  linkedin.com/in/kimberlypigeon

Did you like this talk?
<https://joind.in/talk/699ab>





the MAXPLAN

We maintain your website

SECURITY

Daily Backups

We prevent data loss due to hardware or software failures

CMS Security Upgrades

Update your WordPress site, plugins & theme

Firewall Protection

Proactively block hacker and malware attacks

Malware Scanning/Removal

Scan your site to find and fix viruses, malware and hacking attempts

SPEED

Managed WordPress Hosting

Hosting ensure fast, reliable & scalable site load times

Content Delivery Network

Up to 50% faster image load times

Built In Caching Technology

Helps SEO and visitors experience fast page load times

SUPPORT

BNG Support

8:00AM - 5:00PM Monday-Friday (Priceless)

Unlimited Uptime Support

If your site goes down, we do everything possible to bring it back up

EXPERTISE

Performance Reporting (Google Analytics)

Receive monthly report showing site performance along with other measurables

Actionable Suggestions

Monthly suggestions to increase website performance and profitability

Design Hours

Monthly hours, implement action items, or other services

SECURITY

\$99 / month

STARTER

\$179 / month

PROFESSIONAL

\$299 / month



0 hours

1 hour

2 hours

Terms & Conditions: Agreement period is for a minimum of 6 months. Plan can be upgraded at any time. No rollover time, monthly hours expire at the end of the monthly billing period. Any time overages will be charged at \$150/hour. Hours can be applied to any of the following services: graphic design, website updates, branding design, content writing, blogging, social media management. Other services available upon approval. Does not cover any domain fees or costs. Agreement starts the day of sign up. Prices are subject to change.

1405 Prairie Parkway Suite C
West Fargo, ND 58078
888.777.5659 701.526.3539
design@bngdesign.net



Create a plan to fit your monthly needs

the **UBER MAXPLAN**

These additions can be added to any MAX Plan (see other side)

MONTHLY PHOTOGRAPHY

Add new photos to your site each month

Includes taking photos, editing, updating on site, etc.

Total Time: 2 hours per month
Additional hours charged at hourly rate

\$200 / month
Savings of \$100

MONTHLY SPECIAL OR COUPON

1 special or monthly coupon added per month

Includes advertisement on home page and other interior pages to promote the special.

Total Time: 3 hours per month
Additional hours charged at hourly rate

\$250 / month
Savings of \$200

MONTHLY FEATURED PRODUCT

Featuring 1 product per month across your site

Includes creating graphics and promoting on other product pages and home page.

Total Time: 2 hours per month
Additional hours charged at hourly rate

\$250 / month
Savings of \$200

MONTHLY PRODUCT ADDITIONS

Proactively adding new products to the site

Includes adding new products with descriptions, images, etc.

Total Time: 3 hours per month
Additional hours charged at hourly rate

\$300 / month
Savings of \$150

MONTHLY BLOG POST

Adding 1 new blog post per month

Includes creating a topic, interviewing, writing 500-1000 words, and publishing with an image.

Total Time: 8 hours per month
Additional hours charged at hourly rate

\$800 / month
Savings of \$400

Terms & Conditions: Agreement period is for a minimum of 6 months. Plan can be upgraded at any time. No rollover time, monthly hours expire at the end of the monthly billing period. Any time overages will be charged at \$150/hour. Hours can be applied to any of the following services: graphic design, website updates, branding design, content writing, blogging, social media management. Other services available upon approval. Does not cover any domain fees or costs. Agreement starts the day of sign up. Prices are subject to change.

📍 1405 Prairie Parkway Suite C
West Fargo, ND 58078
☎ 888.777.5659 📞 701.526.3539
✉ design@bngdesign.net