

# Fiverr Chat SOP – Website Redesign Projects

## Objective

Convert redesign inquiries into **clear-scope paid orders** without mockups, confusion, or underpricing.

---

## Step 1: First Reply (Control the Frame)

**Purpose:** Establish authority.

- Thank the client
- Say you'll review their website + competitors first
- Do **not** discuss price or mockups

**Rule:**

No pricing. No mockups. No promises.

---

## Step 2: Website & Competitor Review

Ask the client for:

- Current website link
- Competitors they like or want to compete with

Internally identify:

- Minimal vs content-heavy
  - Events vs services
  - Booking vs inquiry focus
-

## Step 3: Pages Discovery (Mandatory)

Ask:

- “Please list the pages you want on the new website.”

Rules:

- Client lists pages
  - Sales refines structure
  - Do not blindly agree
- 

## Step 4: Design Direction Lock

Ask:

- “Which competitor do you like most in terms of design?”

Rules:

- Lock **one** primary inspiration
  - Others are reference only
- 

## Step 5: Homepage Embedding Clarification

If client wants everything on homepage:

- Visually embed content
- Keep proper structure in background

Rule:

- Embedded content  $\neq$  removed pages
- 

## Step 6: Budget Alignment

Ask **after scope only**:

- “Do you have a budget range in mind?”

Rules:

- Stay factual
- No emotional justification
- Adjust scope, not quality

---

## Step 7: Mockup Objection

If client asks for mockups:

- Explain design is done directly in WordPress
- No mockups before order

Rule:

- Never provide free mockups
- 

## Step 8: Scope Confirmation

Before sending offer, confirm:

- Design direction
  - Pages list
  - Focus (events / services)
- 

## Step 9: Custom Offer Sent

Offer must include:

- Pages
- Design direction
- Delivery time
- Fixed price

Close with:

- “Once the order is placed, we’ll get started.”
- 

## Hard Rule

**If it’s not written in chat, it doesn’t exist.**

---

Revision #2

Created 2 November 2025 00:38:39

Updated 17 February 2026 10:02:41 by Jehanzaib