

Module: Agency & Industry Insights

Section: Agency Overview

Task: Checklist: Guided SOW Exploration

Asset Type: Checklist

Checklist Headline:

Guide Scope of Work Exploration

Form Description:

Provide insight on your interactions with our Google Drive structure and share any questions you have about our organizational system.

Checklist Fields

- Access this example of a recurring retainer [Scope of Work](#).
- Scroll through the various deliverables included in the retainer SOW template.
Note that most deliverables include parameters to manage client expectations, such as turnaround times and allotted hours and revisions.
- Access this example of a project [Scope of Work](#).
- Scroll through the various deliverables included in the example website SOW template. Note the parameters tied to this type of deliverable.
- Our Scopes of Work are based off a document we call our SOW formula - a Google Sheet that outlines all of the agency's deliverables along with the allotted hours, costs and scope descriptions. This document is updated based on changing capabilities, industry pricing shifts and historical hours logged in our project management system. Take a few moments to review our [SOW formula](#).