

A CLEAR START IS A KIND START

Before the good work begins.

Use this page together to turn the “yes” into a shared picture of the work, the people, and the next step. Keep it plain; flag anything that still needs a decision.

PROJECT / CLIENT

PREPARED ON

01 The result

What should be different when this work is done? Who is it for?

02 The edges of the work

List the deliverables, what is not included, and any open scope decisions.

INCLUDED

NOT INCLUDED / STILL TO DECIDE

03 People & inputs

Who approves the work? What material, access, or answers are needed before starting?

DECISION-MAKER / REVIEWERS

ASSETS / INFORMATION NEEDED

04 Timing & feedback

Agree on the next milestone and how feedback will come back.

FIRST MILESTONE / TARGET DATE

REVIEW WINDOW / FEEDBACK OWNER

One combined set of feedback

Feedback by the agreed date

Raise changes before work expands

05 The very next step

One action each, with an owner. If a decision is open, name it.

CREATIVE PARTNER: ACTION + DATE

CLIENT PARTNER: ACTION + DATE

A planning prompt, not a contract or legal advice. Record commercial terms and rights in the appropriate agreement for your work.

Kickwell · Make the first move a clear one