

Client Communication

Standard Operating Procedure

How we work together to get results faster

This is a short guide on how we communicate while we work together. None of it is red tape. It exists for one reason: the smoother the back-and-forth, the faster your project moves and the better your results.

Most delays in our projects don't come from the work itself. They come from waiting on answers, approvals, or missing details. This document sets clear expectations on both sides so that doesn't happen to you.

The short version

All project communication happens by email.

We reply within one business day. We ask the same of you.

Send complete information the first time using the request format below.

Phone calls are booked in advance, not on demand.

1. One channel: email

Email is our single channel for everything related to your project: requests, questions, approvals, files, and updates.

Why one channel? When requests come in through texts, voicemails, scattered calls, and three different inboxes, things get lost and nothing is tracked. Keeping it all in email means there's a written record of every request and decision, nothing slips through the cracks, and you're never left wondering whether something was received.

- **One inbox:** Send all requests to your main point of contact at Numero Uno.
- **Keep threads together:** Keep the same email thread going for a topic instead of starting a new one each time. It keeps the full history in one place.
- **Use clear subjects:** Put what the email is about in the subject line (for example, "Homepage banner change"), not just "Quick question."

2. Response times

This works both ways. Here's what you can count on from us, and what we need from you to keep things on track.

What you can expect from us

- **Replies:** We respond to your emails within one business day (Monday to Friday).
- **Bigger requests:** If something needs more time to answer properly, we'll tell you that within one business day and give you a realistic timeline.

What we need from you

- **Replies to us:** When we email asking for information, files, or approval, we need a reply within two business days to keep your project moving.
- **If we don't hear back:** If we don't hear back, the work pauses until we do. We're not able to guess on your behalf, and moving forward without your input usually means redoing it later.

This is the single biggest thing that keeps projects on schedule. A two-minute reply from you often unblocks hours of work on our end.

3. How to send us a request

Vague requests slow everything down. "Can you update the website?" leads to a round of back-and-forth questions before any actual work can start. A complete request gets done right the first time.

When you send a request, include these five things:

1. **What:** Tell us exactly what you want done.
2. **Where:** Tell us where it applies (the page, the URL, the ad, the post).
3. **Why / the goal:** Tell us what you're trying to achieve. This lets us flag a better way if there is one.
4. **Materials:** Attach any copy, images, logins, or links we'll need. Don't make us chase them.
5. **Deadline:** If there's a real deadline, say so and tell us why.

Example

Weak: "Can we change the homepage?"

Strong: "On the homepage (yoursite.com), please swap the main banner image for the new one attached. Goal is to feature our spring promo. We'd like it live before the sale starts next Friday."

The second one can be actioned immediately. The first one starts a week of emails.

4. Phone calls

Calls are useful for big-picture strategy or complex topics that are hard to explain in writing. They're not the best tool for day-to-day requests, and here's the honest reason: a call leaves no written record, details get forgotten, and there's nothing to refer back to. A quick email almost always gets the same thing done faster and on the record.

So we handle calls like this:

- **Book in advance:** Use [this link](#) to book one. Tell us roughly what you'd like to cover so we can come prepared and make it useful.
- **Save them for the big stuff:** Use them for strategy, planning, or anything genuinely complicated. For a specific change or a quick question, email is faster.
- **We confirm in writing:** After any call where we make decisions, we'll send a short email summary so everything is captured in writing. If a call covered action items, the email is the official record.

We're not avoiding talking to you. We're making sure that what we agree on actually gets done and doesn't get lost the moment we hang up.

5. What slows your project down

So it's clear, here's what creates delays and extra cost on your projects. None of this is about blame. It's about keeping your results on track.

- Slow replies to our questions and approval requests. This is the number one cause of missed timelines.
- Requests with missing details, which force a round of follow-up questions before work can start.
- Requests sent through several different channels, where things get lost.
- Verbal-only instructions that were never put in writing, leading to "that's not what I asked for."

Stick to email, reply within two business days, and send complete requests, and your projects will move noticeably faster. That's the whole point of this document.

6. Quick reference

Topic	The expectation
Where to send everything	Email, to your main contact at Numero Uno.
Our reply time	Within one business day.
Your reply time	Within two business days, or the work pauses.
Every request includes	What, where, why, materials, and any real deadline.
Phone calls	Booked in advance by email, for strategy or complex topics.
After a call	We send a written summary of what was decided.

Questions about anything here? Just email us. That's what it's for.