

Drone Business Client Relations Worksheet

Objective:

This worksheet will help you strengthen and streamline your client relationships. By focusing on communication, transparency, flexibility, and consistency, you can build stronger bonds with your clients, increase repeat business, and stand out from the competition.

1. Initial Communication & Expectations

Goal: Set clear expectations with your client from the beginning.

Action Steps:

➤ **What does your client want?**

(Use this space to document specific client needs for the project)

- **Example:** Aerial real estate shots, interior walkthrough, drone footage for a wedding.

➤ **Have you set clear pricing and timelines?**

(Make sure you communicate all costs, timelines, and potential additional charges up front.)

- **Example:** Clear pricing for the project, understanding of delivery times, and any extra fees for add-ons.

➤ **How will you communicate with your client throughout the project?**

(Will you use email, phone, or another communication method?)

- **Example:** Weekly email updates, phone calls for urgent questions.

2. Be Proactive in Your Communication

Goal: Keep your clients in the loop and show them that you're on top of things.

Action Steps:

➤ **How will you ensure you're staying on top of client needs?**

(Outline a process for checking in with clients before, during, and after the shoot.)

- **Example:** Send a pre-shoot checklist, check-in after the shoot to confirm satisfaction, send a post-shoot summary with delivery dates.

➤ **What proactive steps will you take if something goes wrong?**

(Do you have a contingency plan for equipment failure or weather delays?)

- **Example:** Send a message immediately if bad weather forces a reschedule, provide alternative solutions if the client requests a quick turnaround.

3. Client Feedback Process

Goal: Collect feedback to improve your service and show your clients that their opinions matter.

Action Steps:

➤ **How will you ask for feedback?**

(Would you prefer surveys, email, or a phone conversation?)

- **Example:** Send a thank-you email with a brief survey attached to collect feedback on both the experience and the final product.

➤ **When will you follow up with your client after the shoot?**

(Set a time frame for follow-up to ensure satisfaction.)

- **Example:** Follow up within 3-5 business days with a thank-you note and request for feedback.

4. Be Transparent About Changes

Goal: Keep your clients informed about any changes to the original plan.

Action Steps:

➤ **How will you communicate changes in pricing or timelines?**

(Have you built in a process for notifying clients of changes?)

- **Example:** *Immediately notify clients if additional costs will be incurred, or if timelines need adjustment.*

➤ **How will you manage expectations if there are unexpected delays or issues?**

- **Example:** *If a delay occurs due to weather, provide clients with new timelines and possible alternatives.*

5. Flexibility & Adaptability

Goal: Be ready to adjust to changing client needs.

Action Steps:

➤ **What flexibility can you offer if the client's needs change?**

- **Example:** *Offer flexibility in shoot dates, or adapt to new shots the client requests last minute (within reason).*

➤ **How will you make sure you're flexible without compromising quality?**

- **Example:** *Have a set number of edits included in the package, but offer additional revisions at a specified cost to accommodate clients who change their minds.*

6. Technology for Streamlining Communication

Goal: Leverage technology to improve communication and organization.

Action Steps:

➤ **What tools will you use to manage projects and client relationships?**

- **Example:** Use project management software like Asana to track the progress of shoots, CRM software like HubSpot to keep client contact info and interactions in one place, or a simple Google Sheet for quick reference.

➤ **How will you keep your clients updated on project status?**

- **Example:** Use an online gallery or file-sharing platform like Dropbox or Google Drive to share updates and proof images with clients in real time.

7. Consistency & Quality Control

Goal: Maintain high standards of service with every client interaction.

Action Steps:

➤ **What processes will you put in place to ensure consistency in your work?**

- **Example:** Create a checklist for every shoot to make sure all equipment is ready, and ensure post-production quality checks before sending the final product to the client.

➤ **How will you handle quality control for photos or videos?**

- **Example:** Review every image/video for clarity, composition, and lighting before sending it to the client. Have a second pair of eyes review the footage for fresh feedback.

8. Build Long-Term Relationships

Goal: Keep clients coming back by nurturing ongoing relationships.

Action Steps:

- **What steps will you take to stay in touch with past clients?**
 - **Example:** Send holiday greetings, updates on new services, or offer discounts for repeat business.
- **How will you ask clients for referrals?**
 - **Example:** After the successful completion of a project, send a polite message asking for a referral or testimonial if they were happy with your work.

Next Steps:

- **Review your responses:** Take a look at the actions you've outlined and make sure they align with your business goals.
- **Implement these actions:** Start applying the steps outlined here into your daily client interactions.
- **Track your progress:** Regularly check in with your clients and yourself to assess how well you're maintaining relationships.

Conclusion:

Client relationships are the backbone of your drone business. By setting clear expectations, being proactive, communicating transparently, and offering exceptional service consistently, you'll establish trust and create long-lasting partnerships. Use this worksheet as a guide to enhance your client relations and fuel your business's growth.

Drone Pilot Notes: