

# Statement of Work

## TEMPLATE

Replace everything in brackets, then delete any section that doesn't apply.

*Tip: write the Out of Scope section first. It answers the "I assumed this was included" email before it's written.*

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### 1. Project Name and Type

[Client name] [project name]. [Fixed price / time and materials / retainer].

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### 2. Purpose

[One or two sentences on why the project exists.]

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### 3. Objectives

[Two or three outcomes the deliverables can directly support.]

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### 4. In Scope

[Every page, feature, integration and service included.]

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### 5. Out of Scope

[Everything the client might reasonably assume is included but isn't.]

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## 6. Deliverables

[Each item you'll hand over, specific enough to check off.]

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## 7. Timeline and Milestones

[Start date, each milestone with its date, launch date, and the feedback turnaround each date depends on.]

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## 8. Roles and Responsibilities

[What your team owns, what the client owns, and the client's single named approver.]

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## 9. Revision Rounds

[Number of rounds per deliverable, what counts as one round, the cost of extra rounds.]

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## 10. Content and Assets

[What the client supplies, in what format, by what date, and what happens if it's late.]

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## 11. Licenses, Hosting and Ownership

[Whose name each license, hosting account and domain sits in, who pays renewals, and who owns the finished work.]

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## 12. Acceptance Criteria

[How each deliverable is checked and accepted.]

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### 13. Launch Criteria

[The checks that must pass before go-live, and who signs off.]

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### 14. Payment Schedule

[Amounts and the milestone that triggers each payment.]

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### 15. Change Process

[How out-of-scope requests are submitted, quoted and approved.]

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### 16. Support Window

[How long post-launch fixes are included, what counts as a defect, what's excluded.]

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### 17. Sign-Off

This statement of work sits under the [contract or master services agreement] dated [date].

| Agency / Vendor | Client |
|-----------------|--------|
| Name            |        |
| Role            |        |
| Signature       |        |
| Date            |        |

*This template is a starting point, not legal advice. Have a lawyer review your master agreement and your SOW structure once, then reuse it.*