

STATEMENT OF WORK

This Statement of Work is provided by Clientish as a free, editable starting point. Replace the bracketed fields with your own details, delete what does not apply, and attach it to your master services agreement. Duplicate it for every new project.

Project title: [Project Name]

Client: [Client legal name] | **Agency / Contractor:** [Your legal name]

SOW date: [Date] | **SOW number:** [e.g. SOW-2026-001]

Governing agreement: This SOW is issued under and governed by the Master Services Agreement dated [date] between the parties. If anything in this SOW conflicts with that agreement, the Master Services Agreement controls.

1. Project Overview and Objectives

Describe the project and the business outcome it is meant to achieve.

Item	Detail
Project summary	[One or two sentences: what this project is]
Primary objective	[The business outcome, e.g. "a marketing site that generates qualified demo requests"]
Secondary objectives	[Optional]
Project start date	[Date]
Target completion date	[Date]

2. Scope of Work

The tasks, approach, and work included in this project. Be specific — name actual pages, platforms, deliverable types, and quantities.

- [Task / work item 1]
- [Task / work item 2]
- [Task / work item 3]
- [Add rows as needed]

3. Out of Scope

The following are **not** included in this project. Any of the below can be added through the change control process (Section 8) as a separately quoted change.

- [e.g. Copywriting / content creation]
- [e.g. Ongoing maintenance or support after launch]
- [e.g. Third-party licence, plugin, or stock-asset costs]
- [e.g. Additional pages or deliverables beyond those listed in Section 4]
- [e.g. Hosting and domain costs]
- [e.g. Training beyond the sessions listed]
- [Add rows as needed]

4. Deliverables and Acceptance Criteria

Each deliverable is complete when it meets its acceptance criterion. The client has **[e.g. 5] business days** from delivery to accept it or return it with specific written feedback. If no response is received within that window, the deliverable is treated as accepted.

#	Deliverable	Acceptance criteria (definition of done)	Review window
1	[e.g. Homepage design]	[e.g. Responsive design matching the approved mockup; functional in current Chrome, Safari, Firefox, Edge]	[5 business days]
2	[Deliverable]	[Specific, checkable condition]	[5 business days]
3	[Deliverable]	[Specific, checkable condition]	[5 business days]
4	[Deliverable]	[Specific, checkable condition]	[5 business days]

5. Milestones, Timeline, and Dependencies

The project is delivered in milestones. Each milestone depends on the listed inputs being in place. **A dependency delivered late shifts the affected milestone's date by the length of the delay.**

Milestone	Deliverables	Target date	Depends on (and who owes it)	Dependency due
M1 — [e.g.	[What is	[Date]	[e.g. Brand	[Date]

Kickoff & discovery]	delivered]		assets — Client]	
M2 — [e.g. Design]	[What is delivered]	[Date]	[e.g. M1 sign-off — Client]	[Date]
M3 — [e.g. Build]	[What is delivered]	[Date]	[e.g. Final copy — Client]	[Date]
M4 — [e.g. Launch]	[What is delivered]	[Date]	[e.g. M3 acceptance + access — Client]	[Date]

6. Fees and Payment Schedule

Total project fee: **[Currency + amount]**. Payment is released against accepted milestones.

Invoices are due within **[e.g. 14] days** (net terms). A milestone delayed by a client dependency does not delay the corresponding payment trigger beyond [state rule].

Payment	Trigger	Amount	% of total
Deposit	On signing this SOW	[Amount]	[e.g. 30%]
Payment 2	On acceptance of [Milestone]	[Amount]	[e.g. 30%]
Payment 3	On acceptance of [Milestone]	[Amount]	[e.g. 30%]
Final	On project completion / final acceptance	[Amount]	[e.g. 10%]

7. Roles and Responsibilities

Role	Name	Responsibility
Agency project lead	[Name]	Day-to-day delivery, primary contact
Client approver	[Name]	Single point of sign-off — the one person whose approval counts
[Other role]	[Name]	[Responsibility]

Client standing responsibilities: provide content, assets, and access as scheduled in Section 5; give consolidated written feedback within each review window; ensure the named approver is available to sign off milestones.

8. Change Control

Any work beyond what this SOW describes is handled as a change request. A change request defines the change, its cost, and its impact on the schedule, and must be **approved in writing by both parties before the additional work begins**. No change is performed on a verbal request or assumed from a conversation.

Field	Detail
Change requested by	[Name / date]
Description of change	[]
Cost impact	[]
Schedule impact	[]
Approved by (both parties)	[]

9. Revisions

Setting	Value
Revision rounds included per deliverable	[e.g. 2]
What counts as one round	[One consolidated set of feedback]
Rate for rounds beyond the included set	[Hourly rate]

10. Assumptions and Constraints

Assumptions (conditions this plan depends on; if one proves false, timeline and fees may be revisited):

- [e.g. Client has a working CMS with admin access]
- [e.g. Content is supplied in final, approved form]
- [e.g. Approvals are returned within each review window]

Constraints (hard limits on the project):

- [e.g. Fixed launch date of (date)]
- [e.g. Must be built on (platform)]
- [e.g. Fixed budget of (amount)]

11. Sign-off

By signing, both parties agree to the scope, deliverables, acceptance criteria, timeline, and fees set out in this Statement of Work, issued under the governing Master Services Agreement.

Client	Agency / Contractor
Signature: _____	Signature: _____

Name: []	Name: []
Title: []	Title: []
Date: _____	Date: _____

Running the client relationship once this is signed? Clientish gives your client a branded portal on your own subdomain with their orders, invoices and support tickets in one place. Start a 7-day free trial at the Clientish site.