

## **SOP 3: Project Kickoff Checklist**

Run through before every new project kickoff call

1. Confirm scope and deliverables match the signed contract before the kickoff call.
2. Assign a project lead and a secondary contact within the agency.
3. Build the project timeline in the shared tool and share it with the client within 3 business days of kickoff.
4. Flag any scope questions to the account lead before the kickoff call, not during it.