# zen & the art of time logging!

yes, indeed this is a mindful activity internally. a zen moment for us! why? being accountable is a core value we practice internally. accountability begins with where we invest our time, effort & intelligence. we take time logging seriously.

## inclusions & exclusions

time invested in building and managing your brand is split between what you bill you (billable time) and what we don't bill (non-billable). here, we have managed to comprehensively put out a list of billable and non-billable time. you may please go over the list.

### billable

**designing**
all things design and iterations thereof. this includes designs for product, brand, internal, social, web and all forms of visual communication used internally as well as externally.

**brainstorming**
we may meet to discuss way forward for the brand, talk about launch, promotion, specific events, initiatives or even meet a vendor on your behalf. all things your business.

**web technology**
design, development, email campaigns, annual maintenances, hosting & domain related tasks | queries

**copywriting**
writing copy - for any and all forms of mediums. both fresh as well as editing is considered billable time.

**social media**
creating, managing, broadcasting & responding to specific campaigns across all social platforms we manage on your behalf. this also includes month end report generation (via admin pages for campaign analytics) too.

### non - billable

**research**
we stay invested to learn more about your business.

**quality**
this is our duty to ensure we go completely error-free on our deliverables.

**review meetings**
if it is about reviewing performance and all things currently under review.

**calls**
telephonic conversations that include operational follow ups, status updates & coordination

**vendor coordination**
if we are talking to a vendor on your behalf, it is a value addition to our engagement.

## daily project management

we are a team of do-ers, go-getters & responsible adults. however, we realise communication can get tricky sometimes between humans. hence, we made an investment into a comprehensive project management tool. zoho projects. even you may end up using it for managing your businesses internally within your teams!

## zoho projects

all tasks | deliverables are tracked using zoho projects. everyone working on your brand is given access, including you & your peers. you can add, modify, comment on anything. do not hesitate to point out errors too.

these tasks, once completed, go into a timelog. almost daily.

the software doesn't allow access to customers. it can be viewed only by fbl team. nevertheless, we have gone one step forward. we share these timelogs on an excel sheet via google docs - to your respective gmail IDs - so that you know, everyday, what we've done and where we've spent our time & effort.

## question ambiguity

transparency is at the core of our engagement with customers. hence, if you find any entry into the timelog out of sync or not justifiable, feel free to question them with our account managers. escalate if necessary with partners. we will either find a suitable reply else, make amendment. transparency is what drives us. no room for ambiguity or manipulation.

we hope this document gives you adequate clarity on how we work. feel free to write to us. we are committed to resolve & resume.