

FP Key Terms

Estimate

An Estimate outlines what you expect the Job to cost the client. All Jobs in FP require an Estimate. For situations in which you don't need to submit an Estimate to a client, you can think of the Estimate as a Job in "draft" status. The Estimate includes the Services to which you'll track time and any Expenses you expect to incur. You may find that the Estimates module is renamed "Quote" or "Proposals."

Job

A Job is the basic unit of work in FP. It usually refers to a single deliverable, for example, a logo, website, or banner ad.

Project

A Project in FP is a group of related Jobs. Projects are optional. They're often used to manage Campaigns, Events, and Retainers. They make it easy to include several deliverables on a single Estimate. They're also useful for managing Schedules separately while still monitoring an overall budget. You can create Batch Invoices for multiple Jobs in a Project. You may find that the Projects module is renamed "Campaigns."

Service

A service is an action you perform in order to complete a Job. A website Job, for example, might include "copywriting" and "design" Services. Services are the items to which you track time. You can also choose for them to be line items on Estimates and Invoices.

Service Group

A Service Group is a grouping of Services and/or Expenses on a Job. You can have a single group or multiple groups depending on how you want to present work on the Estimates and Invoices. You might, for example, put all your Services into a single group called "creative services" or "agency fees."

Another common scenario would be to group Services by Job Type. You could have a Service Group for "brochures," for example, which would contain all the Services and Expenses required to deliver a brochure. You could then have another Service Group for 'websites,' one for 'radio ads,' and so on.

A third way to group Services is by Department. A single Service or Expense can exist under multiple groups.

Your consultant can advise you on the best setup for your business.

Task

A Task is a call-to-action for a specific person or role. Tasks can be more specific than Services, although they don't have to be. For example, the "copywriting" Service might involve the following Tasks: "write landing page content" and "draft bio." In addition to having assignees, Tasks can have their own due dates distinct from the Job Delivery Date.

External Expenses

These expenses are vendor, supplier and freelancer costs for which you'll receive an Invoice, and to which you'll apply (in most cases) a markup percentage. For example, if you were to use a freelance photographer who billed you \$500.00, you could mark it up 33% and collect \$665.00 from your client. If you subscribe to QuickBooks Desktop Integration or QuickBooks Online Integration, External Expenses export to QuickBooks.

Internal Expenses

These expenses are things you hold in inventory or produce in-house and sell (excluding the time you spend – that should be accounted for via Services). An example would be: DVD's you bought at \$1.00/unit and for which you charged clients \$2.00. If you had studio space you rented out to clients, or if you charged for printing done in-house, those would be Internal Expenses as well. Internal Expenses do not export to QuickBooks.

Hourly Cost

This is how much a staff person's time costs the agency, calculated on a per-hour basis. It should include both wages and overhead. This data feeds the "Cost" column in the Financials tab on Jobs. It also allows for reporting on the overall profitability of the agency.

Billable & Non-Billable

Billable refers to Rates for Services or Staff that have a dollar value, and have the Job Billing Status set to "Billable." Non-Billable refers to Rates of \$0.00 for Services or Staff, or that have the Job Billing Status set to "Non-Billable."

Billable & Non-Billable Jobs

Billable Jobs are Jobs that are Invoiced. Non-Billable Jobs are Jobs that are not invoiced.

Actuals

The potentially billable value of Timesheets submitted and Expenses entered for a Job.