

Clearly understanding the scope of work is good for setting prices, communicating with the client, and feeling like we did our job.

Please modify this a lot. Even when it's completely custom to you, this is just a guide. For value based pricing, you'll want to have a real conversation with prospects where you fall in love with them and use your imagination to come up with a scope of work that might be unusual. When talking to the client, we don't need to ask them every question in order. For example if they're asking me to write a script and I've seen their other scripts, i don't need to ask them what style to do it in. If they don't know what they're looking for, they just know the result, then I can answer a lot of the questions for them.

question	answer		
location			
time / date			
type of venue			
type of audience			
duration of work			
do i supply equipment			
will the client be ready for what i like to deliver, or will i need to alter things			
is this custom work or a repeat of what i've done			
how high are their expectations			
what are their objectives			
what feelings are they trying to buy from me			
is this through a committee or a solo decision maker			
how much risk do they have to protect			
how well do they know me			
who is the audience? diversity, class, age, gender, interests, personality types,			
how will the audience be experiencing this			
what other options are they looking at			
what other vendors are they using			
does this seem like a labor intensive person to deal with			
is there other work that will need to be done before and after the gig? (like research, advanced writing, production meetings, etc)			
do i need to arrive early?			
do i need to travel?			
will there be things i need to purchase			
will there be people i need to hire?			
will this take a lot of emotional energy?			
is there personal preparation? eg: gotta make sure i sleep enough, and I get a nice healthy meal beforehand			
size of audience			
do i have a certain personal appearance that's required			
are there people who can replace me for this gig?			
do i even want this gig? (if no, charge more)			
do i think they need me, or do they need someone with less value to offer and lower prices? (don't reject yourself, but think about how to serve the client best)			