How we work

A plain-English guide to working with Sora — what we do, how a job runs, what we need from you, and the things that catch people out. **Your proposal or invoice has the specifics for your job.** If anything here and your proposal disagree, your proposal wins. **Ticking the box at checkout, or paying a Sora invoice, means you've read this sheet and agree to it.**

01 What we do

We help trade businesses get more of the right jobs. Depending on your package, that includes:

- **Strategy and scripts** — what to say, who to say it to, and why
- **Filming and editing** — on-site shoot days, cut into ads and content
- **Websites** — design, build, launch, and ongoing care
- **Google and Meta ads** — accounts set up, campaigns built and managed
- **Google Business Profile** — set up, optimised, kept current
- **Lead handling** — enquiries captured, routed to you, followed up
- **Reporting** — what ran, what it cost, what came in
- **Market study** — what people search for in your area, and what it costs to win

02 How we operate

- **Everything starts with a written proposal.** Scope, price, dates and what's included are agreed before any work starts.
- **One point of contact.** Joel oversees your job and is the person you call.
- **You sign off your website, new ads and content** before they go live. Day-to-day ad tuning doesn't need sign-off.
- **A monthly rhythm.** Shoot, edit, run the ads, report, repeat. Ads are checked daily, tuned weekly, reported monthly.
- **We only advertise work you're licensed and insured for.** Tell us your limits and we build around them.
- **We work through access, not passwords.** You grant Sora access to your accounts via a secure connect link; you keep the logins.
- **Your accounts are set up in your name** — domain, ad accounts, business profile. We manage them; you own them.

03 What we expect from you

- **Grant access early** — Google Ads, Meta, Google Business Profile — via the connect link we send. Nothing can run without it.
- **Answer enquiries fast.** Same-day replies beat any ad we can write. Leads that sit go cold.
- **Give feedback within a few days** of anything we send you, so the job keeps moving.
- **Keep the ad platform funded.** Your card sits on Google/Meta; if it declines, the ads stop.
- **Tell us what you don't want** — jobs, areas, job sizes — so we never advertise them.
- **Send what we ask for when we ask** — photos, licence details, logos, answers to a short questionnaire.

04 Costs and paying

- **Your Sora fee covers our work** — the items on your proposal, and nothing outside them.
- **Invoices are due within 7 days** — by card through the payment link, or bank transfer: Sora Business Solutions Pty Ltd · BSB 013 943 · Account 613 772 131.
- **Monthly plans are billed in advance** on the same date each month.
- **Work and ads start once the first payment lands.**
- **Every payment gets a tax invoice and a receipt**, emailed to you when you pay.
- **Third-party costs are passed on at cost** — domain registration, business email, print, and any crew or supplier your proposal names. Always shown to you before they're incurred.

05 What can catch you out

The things people most often misread. Worth two minutes.

> **Ad spend is separate from your Sora fee, always.** Ad spend is what Google and Meta charge to show your ads. It is paid directly to the platform on your own card, at cost — Sora never adds a margin. "Ads set up and managed" on a proposal means our work running the campaigns; the budget the ads spend is on top of that. We set the starting budget together, and you can raise, lower or pause it any time.

- **Ads take time to settle.** The first few weeks are the platforms learning who to show your ads to. Judge results over months, not days.
- **Results depend on more than the ads.** Budget, your area, your prices, and how quickly enquiries get answered all move the needle. We don't promise lead numbers.
- **Platform accounts can get restricted** — Meta especially, often for reasons that pre-date us. Sort your Facebook and Instagram access early so it can't hold up launch.
- **Email and DNS changes need care.** If your email runs on the same domain as your website, tell us before anything moves.
- **Extras are quoted, not absorbed.** More pages, more edits or a new direction are welcome — we'll price them first.
- **Minimum terms are real.** Monthly plans have the minimum on your proposal so the work has time to pay off.

06 What's yours

- **Domain, ad accounts, social pages and business profile** are registered in your name from day one. You own them.
- **Footage and photos from your shoot** are yours to keep and use.
- **A website in a monthly plan** is yours once the minimum term is paid. Until then, we host it.
- **When you leave with your account paid up, it all comes with you.** We hand over access and step out.
- **We may show your work in Sora's own marketing**: footage, results and your logo. Tell us in writing if you'd rather we didn't.

07 Changing or stopping

- **One-off jobs** — a website, a shoot — are complete when they're delivered and paid.
- **Monthly plans** run for the minimum term on your proposal, then month to month. Stop early and the months left are still owed. After it, **14 days' written notice** to pause or stop.
- **Ad spend** can be paused the same day you ask, at any point.

08 Refunds and cancelling

> **Make sure it fits before you pay.** Sora is built for established trade businesses with steady work and room in the budget for the Sora fee plus ad spend for at least three months. If that isn't you yet, tell me on the call. I'd rather you wait than pay for something you can't run with.

- **Changed your mind before we start?** Tell me in writing within 2 business days of paying, before your kickoff call. You get your money back, less a $550 (inc GST) onboarding fee and any third-party costs already paid.
- **Once work has started, there's no refund for change of mind.** Month one pays for work that starts straight away: booking your shoot, building your website and setting up your accounts. We finish it and hand it over.
- **If you stop part-way,** you keep the footage, pages and ad accounts made so far. Websites follow section 06.
- **Monthly fees are paid in advance** and aren't refunded for part months. After your minimum term, give 14 days' written notice and the next one isn't charged.
- **Your rights under the law still apply.** Nothing here takes away your rights under the Australian Consumer Law, including any cooling-off period it gives you. If we don't deliver what we said, tell me and we'll fix it, redo it, or refund that part.

09 If something's not right

- **Call me first.** Most things get sorted in one call. Tell me within 7 days and I'll book a time to go through it.
- **Please don't go to your bank first.** If you dispute a payment with your bank, work pauses while it's sorted. We send the bank this sheet, your proposal, your tick at checkout and a record of the work done. Work already done is still owed for.
- **Invoices more than 14 days overdue** pause our work until they're paid.

10 The legal bits

- **This sheet, your proposal and your invoice are our agreement.** If they disagree, the proposal wins.
- **We stand behind our work,** up to what you paid us in the three months before the problem. We're not responsible for lost profits, or for what Google, Meta or other platforms do.
- **You're responsible for what you sell**: your licences, insurance, prices, and the claims you sign off in your ads.
- **This sheet can change.** The version live on the day you pay applies to that payment. We'll email you 14 days before a change reaches your plan. If it works against you, you can stop without finishing the minimum term.
- **New South Wales law applies.**



Joel Willis · Founder, Sora

Unsure about anything on this sheet or on your invoice? Call me and I'll walk you through it — don't sit on it.

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