Proposal: [Project Name]

Prepared for [Client Name], [Company] · Prepared by [Your Name], [Your Company] · [Date]

1. Executive summary

[In three to five sentences: the client's goal, the challenge they face, your recommended solution and the main result they can expect. Write this last.]

2. Understanding your needs

[Show you have listened. Summarize the client's situation, the problem in their words, and what success looks like for them.]

3. Proposed solution

[Describe your approach and why it is the right fit. Focus on outcomes and benefits, not just activities.]

4. Scope and deliverables

Deliverable	Description

5. Timeline

Phase	Activities	Timing

6. Investment

Option	What's included	Price
Essential		
Recommended		
Premium		

Payment terms: [e.g. 50% on signing, 50% on completion]. Prices valid until [date].

7. Why [Your Company]

- [Relevant experience or result for a similar client]
- [Qualification, credential or unique approach]
- [Testimonial or reference]

8. Next steps

1. Review this proposal and let us know any questions.
2. Choose an option and sign below.
3. We will schedule a kickoff meeting within [5] business days.

Acceptance

Selected option: _____

Client

Name: Date:

[Your Company]

Name: Date: