Title of the proposal

Your business's name

Your name

Name of the person you're submitting to
Date

Why hire us?

Briefly introduce your business and your proposal.

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Executive summary

A short high-level overview of the problem, the expected outcome, an overview of the solution, and a call to action (what do you want the reader to do after reading this document?)

Use headings, bullet points, and bold formatting to help make this easy to read.

Our proposal

Outline your reader’s problem and how you’re going to solve it. This is a good place to summarise your goals.

Don’t elaborate too much on your business. Keep it specific to your business proposal itself – and how it benefits your reader.

Services and methodology

This is where you detail the specifics of your solution. Include:

- methodology – how are you going to execute your plan?
- timeline and schedule – how long will the project take and what milestones will you need to hit?
- accountability – how will you be held accountable for the work?

Why hire us?

What sets you apart from the competition? Let the client know about your experience of working on similar jobs, for example by using case studies.

They’ll also be reassured to read bios of the person or people they'll be working with, as well as positive testimonials from customers you’ve worked with in the past. You can include any relevant qualifications here too.

Costs

Describe what the client can expect from you and your business by agreeing to your proposal.

This is a good place to set expectations as to payment and delivery dates.

Terms and conditions

Describe what the client can expect from you and your business by agreeing to your proposal.

This is a good place to set expectations as to payment and delivery dates.

Conclusion

This is where the client can formally agree to your proposal, with a gentle call to action to encourage them to sign.

You can make it as easy as possible for them to agree to your business proposal. For example, why not add ‘Sign up today’ as a heading, nudging the reader to add their signature?

If you’d prefer a softer sell, let them know how to arrange a phone call to discuss your proposal. Again, you can nudge your client to enter their availability.

Appendices

Include any reports or data that you've mentioned in the proposal, or that back up any claims you make elsewhere.

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