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# Project Proposal

Prepared for: [Company Name]

Prepared by: [Your Name]

Proposal #: [id]

Created: [Today's Date]

Valid Until: [Expiration Date]

**Confidentiality:** This project proposal is intended to be viewed only by [Company Name], [Your Name], and their respective team members. Please do not share its contents with anyone outside of these organizations.

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## Needs/Problems

Describe the needs and problems of the client AS THEY HAVE TOLD IT TO YOU. This is the first section of the proposal because it is your chance to hook them in to read further. They will read through your proposal with excitement if they get the sense that you understand where they are coming from, and what they are looking for.

This is where listening well and asking questions during a discovery conversation will be a competitive advantage. Write down everything they say, and use the same terms and phrases they used and you will be many steps ahead of everyone else submitting a proposal for this same project.

## Goals/Objectives

You've described the problem that they have, now take some time to explain how your proposal will solve their problem. This is not where you should get into the nitty gritty of HOW you are going to do it, just paint the picture of what the finished product will look like. What are the goals of this project?

Write them out clearly:

- Goal 1
- Goal 2
- Goal 3

## Procedures/Scope of Work

Here is where you can outline exactly how you are going to accomplish the aforementioned goals and objectives. What technologies will you use? How much time do you think it will take?

The scope of work is not a section you want to breeze through, as this will protect you if the project moves forward. The more specific you are about what you expect this project to need, the more you can feel confident asking for an increased budget when scope creep sets in.

A handy trick here is to write “up to X hours” for certain aspects of the project, so if they begin to have meeting after meeting and change after change, you can politely say, “Our scope of work was for up to X hours, and we are approaching that with the extra meetings, would you like me to bump those hours up for an additional \$Y?”

So, take your time, and be specific here. This also shows that you know your stuff and have a strategic plan for accomplishing the project’s objectives.

## Timetable

How long will each phase of the project take?

|             | Description of Work | Start and End Dates |
|-------------|---------------------|---------------------|
| Phase One   |                     |                     |
| Phase Two   |                     |                     |
| Phase Three |                     |                     |

## Budget

Break down the costs of the project. Explain how you expect the payments to happen (all up front, 50% down, payable in increments after each phase).

|             | Description of Work | Anticipated Costs |
|-------------|---------------------|-------------------|
| Phase One   |                     |                   |
| Phase Two   |                     |                   |
| Phase Three |                     |                   |
|             | <b>Total</b>        | \$ 0.00           |

## Key Personnel

List the key personnel involved in the completion of the project. If you are the only individual who will be working on this project, then this section can be removed.

## Evaluation

Explain what a successful outcome will be for this project. Don't get too excited here and promise something that you might not be able to deliver on. Something like "Ranking #1 on Google for all of your keywords" certainly would be successful, but *you* can't guarantee that, so something more along the lines of "A written strategy involving targeted keywords and a site optimized to rank for these keywords" is something that you know you can deliver, and will result in a satisfactory evaluation.

## Next Steps

Where do we go from here? Who is to contact who? If the client wants to move forward, what would that look like? Provide specific time frames if possible.

- Next Step 1
- Next Step 2
- Next Step 3



## About [Your Name]

Introduce yourself here.

Explain how and why your business was founded, what your specialties are, and any other interesting facts or figures about your business that puts your best foot forward. Past client testimonials would be a good fit here too.