

Project Proposal Template

This template is a free handout from my [Automatic Proposals](#) workshop. I hope you find it useful! –J

Cover Letter

Hi CLIENT'S FIRST NAME,

Thanks for meeting with me the other day. It was nice to have the time to dig in and have a more focused conversation. On the following pages, I have outlined three options of increasing complexity for the project.

The options are incremental, meaning that each includes and builds upon the previous options. This will allow you to pick a level that suits the urgency and budget.

Please note that this is not an estimate, it is a quote. The price you agree to is exactly how much you'll pay. If I have underestimated how long it will take me to do the work, that's my problem, not yours.

Because of this, I'm strict about what's included and what's not. Please do not assume anything. If there is anything you want included that you don't see explicitly listed, we'll need to talk about it and I'll send a revised quote.

When you get a chance, please review and let me know if you have any questions or comments. I'll touch base with you on **DATE THAT IS THREE TO FOUR BUSINESS DAYS IN THE FUTURE** if I haven't heard back by then.

Sincerely yours,

YOUR FIRST NAME

Situation Appraisal

DESCRIBE THE CLIENT'S CURRENT BUSINESS SITUATION

DESCRIBE THE CLIENT'S DESIRED BUSINESS SITUATION

WHY THE CLIENT REACHED OUT TO YOU OR WHAT THEY BELIEVE YOUR CONTRIBUTION TO THEIR TRANSFORMATION WILL BE

Project Options

Option 1: SHORT DESCRIPTIVE TITLE

I will... ONE PARAGRAPH DESCRIBING WHAT YOU WILL DO

Features/Deliverables

- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE

Benefits

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

Option 2: SHORT DESCRIPTIVE TITLE

This option includes everything from option 1, plus I will... ONE PARAGRAPH DESCRIBING WHAT YOU WILL DO

Features/Deliverables

- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE

Benefits

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

Option 3: SHORT DESCRIPTIVE TITLE

This option includes everything from options 1 and 2, plus I will... **ONE PARAGRAPH DESCRIBING WHAT YOU WILL DO**

Features/Deliverables

- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE

Benefits

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

Risks & Assumptions

The following risks and assumptions apply to some or all of the options above. Please let me know if you have any questions, comments, additions, or changes before accepting the proposal.

BULLET LIST OF THREE TO TEN OR MORE ASSUMPTIONS, CONCERNS, RISKS, ETC

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

Why Us?

There are all sorts of smart cookies who could potentially help you with this project. So why work with me? Here are several reasons that I trust you will find compelling:

BULLET LIST OF THREE TO TEN OR MORE REASONS YOU ARE UNIQUELY QUALIFIED TO PARTNER WITH **THIS**** CLIENT ON ****THIS**** PROJECT**

- QUALIFICATION
- QUALIFICATION
- QUALIFICATION

Terms & Conditions

I never assess an hourly or daily fee, since you should not have to make an investment decision every time my assistance may be needed. This is a unique feature of my consulting practice.

The pricing for each option is as follows: option 1 is **OPTION 1 PRICE**, option 2 is **OPTION 1 PRICE TIMES 2.2**, and option 3 is **OPTION 1 PRICE X 5 USD**.

Please note that these are fixed prices, not estimates. You will not pay a dime more than your selected price. The fee must be paid in full on acceptance to schedule the project. I am available to start on **DATE**. This quote is good for 14 days.

ONE PARAGRAPH DESCRIBING ANY GUARANTEES YOU PROVIDE

Please check the option you prefer and sign below:

Option 1..... Option 2..... Option 3.....

Signed by:

Date signed: