

**Freelance Proposal Help**

**Improve Cash Flow With  
These 6 Proposal Pricing  
Models**

**Worksheet**

# Remember

**The number #1** thing to remember is to make billing a priority, because if you don't, your clients won't either....

## The Top 3 Pricing & Payment Models you can use for your design services

### #1: The 50 / 50 Design Services Payment Model

- 50% due now to secure project
- 50% when completed and approved by client

### #2: The 30 / 30 / 30 / 10 Design Services Payment Model

- 30% due now to secure project
- 30% due upon design(s) approval / sign-off
- 30% due upon working prototype / version
- 10% due for publishing live or transfer

### #3: The Due by Date Design Services Payment Model

“If client delays the execution of deliverables, we reserve the right to collect payments on estimated due dates.”

<b>Deliverable</b>	<b>Payment Due</b>	<b>Estimated Due Date</b>
Secure Project	\$6,000	Now: 9-15-19
Design(s) approval / sign-off	\$6,000	9-25-19
Working prototype / version	\$6,000	10-15-19
Publishing live or transfer	\$2000	10-30-19

## The Top 3 Pricing & Payment Models you can use for your recurring services & retainers

### **#4: The “Plans” Recurring Services Model**

**Plan #1:** Social media, email marketing, reputation management  
= \$10,000 /yr

**Plan #2:** Social media, email marketing, reputation management, conversion optimization, Adwords & Facebook ads management =  
\$20,000 /yr

**Plan #3:** Social media, email marketing, reputation management, conversion optimization, Adwords & Facebook ads management analytics & CRM management, inbound marketing = \$35000 /yr

## #5: The “Payment Option” Recurring Services Payment Model

Give clients the ability to tell you how they want to pay for long term services:

- \$\_\_\_\_\_ is due after “design services” are delivered for marketing services account setup(s) + first month of marketing management services.
- Ongoing marketing management services can be paid yearly, monthly or bi-annually. Please indicate how you would like to pay for our marketing management services here.

Yearly\_\_\_\_\_ Monthly\_\_\_\_\_ Bi-Annually\_\_\_\_\_

## #5 The “ALL Upfront Payment Model”

Ask for ALL the money upfront! (Offer a small discount (ie 5%) to entice clients to take advantage of this special pricing..

**TAKE  
ACTION!**

Implement this in your  
business today & close  
bigger projects

# BONUS

If you'd like to get more sales & marketing tips just like this one for FREE.... get on our VIP Members email list right here:

[Freelanceproposalhelp.com/vip](http://Freelanceproposalhelp.com/vip)