

Freelance Proposal Help

Position Your Proposals to
Win With These 3 Strategies

Worksheet

Remember

The 2 things you must remember to win the bigger projects & beat your competition are..

1. Get the client to trust that you can deliver on your promises & help them reach their goals
2. Understand that clients really don't care how Awesome we are...sorry, they only really care about what results we can deliver...

So in your proposals, talk more about THEM and their goals and the how your experience and recommendations can BENEFIT them!

Strategy # 1

Have a detailed “About Us” page in your proposal so clients can learn more about you.

About Us points that will help to better position you

Why Clients Choose Us

Our Philosophy

Our Team

Certifications

Portfolio Examples

Client’s We’ve Served (Show logos)

Our Motto:

Words of Wisdom Quote:

About Us Page Pro Tip # 1: Try to keep your “About Us” to just 1 page and put it at the end of the proposal, not the front

About Us Page Pro Tip # 2: Write about how your experiences and team, etc... benefits the client.. (ie)

Top Reasons Clients Said They Chose Us

1. We have flawless, A+ 7 yr track record of excellence with the BBB.
2. We always promptly returned phone calls and emails.
3. We were priced more than the competition.
4. We guaranteed the quality of our work

Strategy # 2

Have a detailed “Case Studies” page in your proposal so clients can see how you’ve helped other clients with similar needs...(ie)

Search Engine Ranking Case Study for Client:

Problem: Client had very poor rankings in Google and wanted to reach more clients for its business software training sessions via Google organic search listings.

Solution: Implement & manage an organic SEO marketing campaign that will increase their website’s rankings to page 1 on Google to take advantage of the high rate of traffic.

Result: In less than 60 days, Client became listed on page 1 of Google for their main keyword which delivered more consistent and profitable website traffic resulting in sales growth.

Email Marketing Case Study for Client:

Problem: Client was spending a large amount time on money sending monthly print newsletters & promos by mail with no way of tracking its effectiveness or ROI.

Solution: Convert their mailing list into an email list and send newsletters by email.

Results: A savings of over \$20,000/ yr on direct mail costs with the ability to track ROI & respond to member feedback faster.

#####

Case Studies Page Pro Tip #1: Try to keep your “Case Studies” to just 1 page and put it at the end of the proposal, not the front just like the About Us page.

Case Studies Page Pro Tip #2: Include Case Studies that are most relevant to the new client's needs and goals

Strategy # 3

Have a detailed “Client References” page in your proposal so new clients can reach out to existing clients you’ve delivered to results too...

References

Client organization name

Client contact name

Client contact role

Email

Phone

References Page Pro Tip #1: Try to keep “References” to just 1 page and put it at the end of the proposal, not the front just like the About Us & Case Studies pages..

References Page Pro Tip #2: New clients probably won’t contact your references....but if they do, make sure your references gave you permission to use them and you’ve delivered results so they’ll give good feedback to new clients

**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