Freelance Proposal Help

Project Proposal Writing

How To Write A Winning Project Proposal Using This Framework

Worksheet

Remember:

People Buy From People. The proposal does not sell….
YOU need to sell the proposal.

A Winning Project Proposal Framework

Having a proposal template and framework to follow will save you a lot of time and help you to win more work. Use this proposal framework created by projectmanager.com when writing your proposals.

Executive Summary

List all the problems the proposed solutions will solve and the benefits the client will receive from the solutions in a short and concise snapshot for the client to quickly see the benefits of accepting and funding the proposal.

Problem - The Proposal Must Define the Problems to be Solved

Write in more detail the problems your proposal aims to solve

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Vision - The Proposal Must Define the Long Range Goals

Write about the vision of how the proposal will solve the client's long-range goals

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Benefits - Define the Benefits Your Proposed Solutions Will Deliver

Write in detail the benefits the client will receive from the proposed solutions

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Deliverables - The Proposal Must Show What & How the Solutions Are Delivered

Write in detail what the solutions are, how they work and how they'll be delivered to the client

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Success Criteria - The Proposal Must Show How Success is Tracked and Measured

Write in detail how success of the deliverables are tracked and what success looks like so the client will know when the project goals have been successfully realized and the project has been completed

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Deadlines / Plan / Approach - The Proposal Must Show Deadlines, the Plan & the Approach

Write in detail what day each deliverable is projected to be delivered to the client, and who and what and how they'll be delivered.

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Cost / Budget - The Proposal Must Show Costs & Value

Created by the Deliverables

Write in detail about the costs / budgets of all the individual deliverables and the expected value returned in relation to each deliverables cost

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Final Tips

- Keep the Proposal Short & Concise

- Ensure the Proposal Has Excellent Reader Flow

- People Buy From People. The proposal does not sell….YOU need to sell the proposal.

TAKE ACTION!

Implement this in your business today & close bigger projects

BONUS

Want to get even more proven client winning strategies, frameworks, blueprints, trainings & content so you can win bigger proposals with better clients…. then subscribe to our VIP members email list

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