[Project name] Proposal for [Client name]

How to use: replace everything in [brackets], delete these notes, and send with one clear next step.

Prepared by **[Your name or business]** · [Date] · Valid until **[expiry date]**

Summary

[Client] wants to [goal in the client's words]. I'll [what you'll do, in one sentence]. The result: [outcome], ready by [date].

Your goals

- [Goal 1, ideally measurable, e.g. "Launch the new site before the March campaign"]
- [Goal 2]
- [Goal 3, optional]

My approach

1. **[Phase 1, e.g. Discovery]** ([week or dates]): [what happens and why it matters]
2. **[Phase 2, e.g. Design]** ([week or dates]): [what happens]
3. **[Phase 3, e.g. Build or Production]** ([week or dates]): [what happens]
4. **[Phase 4, e.g. Handover]** ([week or dates]): [what happens]

What you'll get

- [Deliverable 1, with quantity and format, e.g. "Primary logo in SVG, PNG and PDF"]
- [Deliverable 2]
- [Deliverable 3]
- [Number] rounds of revisions. A round is one set of consolidated feedback.

Not included: [common extras, e.g. copywriting, printing, ongoing maintenance]. Happy to quote these separately.

Timeline

Phase	Dates
[Phase 1]	[dates]
[Phase 2]	[dates]
[Phase 3]	[dates]
[Phase 4]	[dates]

To stay on schedule, I'll need [content, logins or feedback] by [date]. Work starts once the agreement is signed and the deposit is paid.

Investment

Option	What's included	Price
[Option 1]	[scope]	[price]
[Option 2, recommended]	[scope]	[price]
[Option 3]	[scope]	[price]

Payment: [percentage]% deposit to start, the balance [on delivery / at milestones]. Prices are in [currency].

Why work with me

[One or two sentences on relevant experience, a result from similar work, or a short client quote.]

Next step

Reply to choose an option, and I'll send the agreement and deposit invoice. This proposal is valid until [expiry date].

[Your name] · [email] · [website]