



# Customisable Freelance Proposal Template

## Win More Clients with a Professional Proposal

As a freelancer, your proposal is often the first impression a potential client has of you. A well-structured, professional proposal can be the difference between securing a project and being overlooked. This easy-to-use, customisable template helps you create compelling proposals that highlight your skills, outline deliverables, and set clear expectations – all while showcasing your professionalism.

## Why Do You Need a Strong Proposal?

Many freelancers struggle to write proposals that effectively communicate their value. A strong proposal:

- ✓ Makes you stand out from the competition.
- ✓ Clearly defines the project scope, so expectations are aligned.
- ✓ Builds trust by showing professionalism and attention to detail.
- ✓ Increases conversion rates, leading to more paid work.

## What's Included in This Proposal Template?

### 1. Introduction

A strong introduction sets the tone. This section allows you to introduce yourself and **briefly explain why you're the perfect fit** for the project.

✦ Example: *"Hello [Client Name], I'm [Your Name], a [Your Profession] with [X] years of experience in [Your Speciality]. I've helped businesses like yours achieve [specific result], and I'd love to bring my expertise to your project."*

💡 **Consideration:** Add a **short video introduction** to make your proposal more engaging and personal. A simple 1-2 minute video introducing yourself, your experience, and your enthusiasm for the project can significantly improve conversion rates.

💡 **Pitching to the Right Audience:** Tailor your approach based on your client. If you're pitching to a corporate client, keep the tone **formal and professional**. For a trade professional like a carpenter or plumber, a more **down-to-earth, straightforward approach** works best.

*Example: You wouldn't wear a suit on a Zoom call with a carpenter, but for a finance executive, dressing smartly could make a great impression.*

## 2. Project Scope & Deliverables

Clearly outline **what you will deliver**, the objectives of the project, and what's included. This prevents misunderstandings and sets clear expectations.

✦ Example: *"This proposal includes the design and development of a 5-page website, including homepage, about, services, blog, and contact page. The website will be responsive and optimised for SEO."*

## 3. Timeline & Milestones

Break the project down into **stages with estimated completion times**. This reassures clients that their project will be delivered in an organised manner.

✦ Example:

- **Week 1: Initial concept & wireframes**
- **Week 2: Design approval & first draft**
- **Week 3: Final design implementation**
- **Week 4: Testing & launch**

## 4. Pricing & Payment Terms

Outline your **pricing structure** and payment schedule. Clients appreciate clarity when it comes to costs.

✦ **Example:**

- **Total Project Fee: £1,500**
- **50% upfront (£750) before work begins**
- **50% (£750) upon completion and approval**

💡 **Consideration:** Offer an **online chat session** to answer any questions before finalising the contract. Clients appreciate real-time communication for clarifications.

## 5. Testimonials & Work Samples

A great way to **build trust** is by including a short section with past client testimonials or links to previous work. If you're just starting out, include a short paragraph about your experience and skills.

💡 **Consideration:** If you have profiles on **freelance platforms** like Fiverr, Upwork, or PeoplePerHour, include direct links to them. This allows potential clients to see **genuine testimonials** from previous clients, helping to build credibility and trust.

✦ **Example:** *"You can read verified reviews from past clients on my Fiverr and Upwork profiles: [Insert Links]."*

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## 6. Optional Upsell Section

Increase project value by offering additional services that complement the project.

✦ **Example:**

- **Add SEO optimisation for £250 extra**
- **Include social media graphics for £150**
- **Offer ongoing support for £50/month**

## 7. Trial Period (Where Applicable)

If your services allow for it, consider offering a short trial period to showcase your competence before the full project starts. This can be particularly useful for long-term contracts.

✦ *Example: "To ensure we are a good fit, I offer a 3-day paid trial for £X, during which I will complete a small portion of the work. If you're happy with the results, we can proceed with the full contract."*