

**Stephen
Marsh**



The name of the client goes here
Project Proposal

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This is an introduction page.

You.

Start with the client. What have you managed to understand about them from your initial conversations? Show some insight.

Me.

Your first opportunity to highlight some relevant experience, skills and capabilities - the closer the fit to the client and this specific project, the better!

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A page about what you will do.

Summarise the way you're going to solve the problem the client has come to you with. If they asked for a website, this will be a website. But it's also a great moment to upsell and weave in other helpful things you can do.

Part 1

What's the first step of the project? This will usually be fact-finding, conversations, calls, etc.

Part 2

Explain the sort of deliverables you'll be starting with. For example, a website project might start with a single page - or some guidelines if they're under-developed so far.

Part 3

Summarise 'the rest' – following our website example, this is where you write all the other pages. Eek.

Add a sentence or two to sum-up the 'new world' – what your client will have that they didn't have before.

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A super relevant example.

It can be really powerful to pull out a single example from your portfolio. As a baseline, it should match the type of project you're pitching for. But the best results come when it tackles a similar underlying problem – like reinventing a boring tone of voice, or making the key USPs come through clearer.

Before

An example of what you were working with. This could just be a description of the client's world - and challenges - before you got involved.

After

Explain the results you delivered - ideally by showcasing a very relevant example of your new copy.

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How it works...



Tell them what they need to know about the process.

This will probably be covered in a terms and conditions document or contract, which could be separate to this proposal or delivered in the same doc. But the real goal here isn't to be exhaustive - it's to make the process of working with you feel super easy and clear.

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...and what it costs.

Deliverable	Fee	Notes
		Total Project Fee:

(Adapt to how you actually work, obviously - if it's hourly, estimate the hours)

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Timeline and next steps.

Explain your availability and when you can get started. This is, of course, all contingent on the client moving reasonably quickly.

Requirement	Timeline
Say what it is	Estimate how long it takes
Say what it is	Estimate how long it takes

Next Steps

Be direct about what needs to happen - this will usually involve agreeing the terms, sending a deposit, and maybe scheduling in some calls or meetings.

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A slide where you can show logos.

If you have clients people might recognise, this is a great place to add their logos. I prefer to do it near the end – at the stage of sending a proposal, I'm usually halfway in the door. So I would rather respect the client's time by focusing on their project. If they money, timeline, and other elements work, this slide is how you shove them over the finish line.

"A testimonial can also be a good addition, too"

**Ready to go?
Let's talk.**



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