

EARN \$1000 ON THE SIDE

SCRIPTS - PROJECT PROPOSALS

1. Example of a good proposal with project pricing

Subject: John, here's my proposal for our web project

"John,
Great chatting with you yesterday. Here's my proposal for our project, as we discussed:

I'll produce an organized, bullet-pointed assessment on [Website], which will assess the following areas:

-Layout/Usability: I'll give you specific recommendations on how we can improve the site's organization and flow, resulting in a more attractive and user-oriented website.

-Copy: I'll critique the site copy's message and tone, and make specific change suggestions for headlines and calls to action. If implemented, these changes would enhance the site's clarity and sales message, ultimately resulting in higher conversions. *[Always answer "What's in it for me?"]*

-Content elements: Since an important part of your strategy is to position your organization as the industry thought leader, your website should reflect that. There's plenty of opportunity on your website to include video tutorials, slideshows, testimonials and more - all contributing to your brand as an educator and priming your visitors for the sale.

I'm willing to spend several hours to produce this report at a discounted rate of \$500, as well as answer as many questions as you may have about about my suggestions.

If this is acceptable, I can start immediately and will check in with you regularly for your feedback. Does this sound like something you want to do? *[This is great. The client knows that with a simple "yes" answer, you'll start right away and will keep him informed on your progress.]*

Sincerely,
Dave"

2. Example of a good proposal which uses a free project to hook the client

"Hey Bill,

Because I'm really looking forward to working with you and want to show you that this is going to be an awesome partnership, let's do this:

-I'll optimize the [Project 1] doc as a trial, for free. You can get a sense of my work, and you'll have something to start using/testing right away. *[Doing a small project at a discounted rate, or even free, can be a great way to get your foot in the door with those prospects that may need a little extra incentive.]*

-If you like the results of Part 1, then for marketing optimization on [Project 2] and subsequent work, I'll charge a flat rate of \$50/hr.

If this sounds good to you, send me a quick reply to confirm. I can get Part 1 back to you by tomorrow night. *[If you offer a deliverable with a very quick turnaround time, like end of day or within 24 hours, it's very hard for a client to turn down - especially if it's free.]*

Talk to you soon!

Amy"

3. Example of a proposal that's too rigid

[This is an excerpt from a proposal used by a beginning consultant who ended up not getting the sale, even though his prospect was already well-qualified. Note his use of official-sounding payment terms and big numbers, which may have intimidated the prospect.]

Keep in mind that although this type of proposal wasn't appropriate for the situation, there is a time and place for everything.]

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“Melissa,

I'd like to officially begin the project on January 2, though preliminary market research can begin upon your acceptance of this proposal. I anticipate the project to end on May 31.

The fee for the project includes an initial commitment fee of \$3,000, one-half to be paid upon acceptance and the balance to be paid January 2. A 10% discount is offered if the fee is paid in full upon your acceptance.

In addition, monthly fees for the project are as follows, starting in January and ending in May.

Option 1: \$800 per month

Option 2: \$1,200 per month

Option 3: \$1,500 per month

The initial commitment fee is non-refundable. However, the project may be cancelled or deferred after acceptance in case of unforeseen circumstances, in which case payment will be accrued through the date of cancellation.

By responding to this message with your choice of the three options above, you accept the details and conditions of this proposal and approve work to begin on January 2.

Thank you for taking the time to consider how we might best work together. I look forward to hearing from you.

Sincerely,

Ryan”