

PROJECT PROPOSAL

{{PROJECT_NAME}} · prepared for {{CLIENT_NAME}}

Field	Value
Prepared for	{{CLIENT_NAME}} — {{CLIENT_CONTACT}}
Prepared by	{{FREELANCER_NAME}}, {{FREELANCER_BUSINESS}}
Date	{{PROPOSAL_DATE}}
Valid until	{{VALID_UNTIL}}
Proposal reference	{{PROPOSAL_NUMBER}}

Where you are now

{{CLIENT_CONTEXT}}

Write this in the client's own words, from what they told you. Two or three sentences describing their situation as it stands today, without any mention of what you propose to do about it.

What I understand you need

The problem, as I understand it: {{CLIENT_PROBLEM}}

The outcome you are looking for: {{PROJECT_OUTCOME}}

Success would mean: {{SUCCESS_CRITERIA}}

What I propose

{{PROPOSED_APPROACH}}

- {{APPROACH_POINT_1}}
- {{APPROACH_POINT_2}}
- {{APPROACH_POINT_3}}

What is included

- {{INCLUDED_1}}
- {{INCLUDED_2}}
- {{INCLUDED_3}}
- {{INCLUDED_4}}

What you will receive

Deliverable	Format	Delivered by
{{DELIVERABLE_1}}	{{DELIVERABLE_1_FORMAT}}	{{DELIVERABLE_1_DATE}}

{{DELIVERABLE_2}}	{{DELIVERABLE_2_FORMAT}}	{{DELIVERABLE_2_DATE}}
{{DELIVERABLE_3}}	{{DELIVERABLE_3_FORMAT}}	{{DELIVERABLE_3_DATE}}
{{DELIVERABLE_4}}	{{DELIVERABLE_4_FORMAT}}	{{DELIVERABLE_4_DATE}}

Timeline

Phase	What happens	Starts	Ends
1 — Discovery	Research, content audit, requirements	{{START_DATE}}	{{PHASE_1_END}}
2 — Design	Wireframes, visual design, review rounds	{{PHASE_2_START}}	{{PHASE_2_END}}
3 — Build	Implementation, content load, testing	{{PHASE_3_START}}	{{PHASE_3_END}}
4 — Launch	Final checks, handover, go live	{{PHASE_4_START}}	{{ESTIMATED_COMPLETION}}

Dates assume the project starts on **{{START_DATE}}** and that feedback arrives within **{{FEEDBACK_DAYS}}** working days at each review point.

Investment

Item	Type	Price
Project design & build — phases 1 to 4 as described above	Fixed price	\$4,800
Optional: launch copy support (up to 8 pages)	Optional	\$600
Project total (excluding optional items)		\$4,800

The optional item is priced separately and is not included in the project total. It can be added at any point before the design phase ends without affecting the rest of the schedule.

Payment schedule

Stage	Share	Amount
On acceptance of this proposal	{{DEPOSIT_PERCENT}}	\$1,920
On approval of the design phase	30%	\$1,440
On launch	30%	\$1,440
Total	100%	\$4,800

Invoices are payable within {{PAYMENT_DUE_DAYS}} days of issue.

Assumptions

- Content and imagery are supplied by {{CLIENT_NAME}} unless listed as a deliverable above.
- One named person at {{CLIENT_NAME}} can give final approval at each review point.
- Feedback is consolidated into a single response per review round.
- {{ASSUMPTION_4}}

What I need from you

- A named point of contact and a decision-maker for approvals.
- Brand assets, existing content and any required accounts or logins by {{ACCESS_DATE}}.
- Feedback within {{FEEDBACK_DAYS}} working days at each review point.
- Sign-off at the end of each phase before the next one starts.

Revisions

The price includes {{REVISION_ROUNDS}} rounds of revisions per deliverable. A round means one consolidated set of feedback and the changes that follow from it. Further rounds, or changes that revisit an approved deliverable, are quoted as additional work before they begin.

Not included

The following are outside this proposal. Any of them can be added through a written change request.

- {{EXCLUDED_1}}
- {{EXCLUDED_2}}
- {{EXCLUDED_3}}
- Ongoing maintenance, hosting or support after launch.

Next steps

1. Sign and return this proposal, or reply by email confirming acceptance.
2. I will send the deposit invoice and the project agreement.
3. Work begins on **{{START_DATE}}**, or the first working day after the deposit clears.

Acceptance

By signing below, **{{CLIENT_NAME}}** accepts the scope, timeline and price set out in this proposal.

For **{{CLIENT_NAME}}**

Signature

Name

Date

For **{{FREELANCER_BUSINESS}}**

Signature

Name

Date

Replace every **{{PLACEHOLDER}}** before sending, and delete any section that does not apply to this project rather than leaving it empty.