

TITLE HERE

Date here

NAME
COMPANY
ADDRESS 1
ADDRESS 2

NAME,

Introduction and opening.

Situation Summary

One paragraph here that describes their current challenges, problems and concerns.

Objectives

Among the results to be achieved are these key objective: *list at least 4 key points*

Value

The value to you and your company in meeting these objectives includes: *List 4-8 points*

Solution Here

Identify the solution you are recommending.

Return on Investment

Identify how the company will get a return on their investment.

Additional Information

Insert any additional information you feel is appropriate to your situation. I usually include what additional support my clients will receive after they hire me.

No-Risk Guarantee

If you offer a guarantee, make sure it is clearly stated here.

Summary

I like to include a brief, bullet-point summary of what I have presented in the proposal; usually the services that I am prepared to provide or that my client will receive.

Investment

NAME, your investment for this SOLUTION will be:

NAME, I trust this proposal addresses your key issues and demonstrates how you and your company will benefit. I will contact you on DATE & TIME HERE (predetermined in our conversation) to answer any questions you may have and to discuss the next steps.

Sincerely,

Kelley Robertson

P.S. I include a testimonial from a client that states the ROI they received from my services or programs.

Note: My average proposal is 3-4 pages and it NEVER exceeds four pages.