



How to write a Proposal

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After discussing a photoshoot project with your prospective client, recap everything in a thoughtful proposal. This proposal should include:

- **Goals:** What you'll help the marketer achieve through your work (increased leads, sales, etc.). This is first and foremost because the OUTCOME is what your client truly needs.
- **Scope and Deliverables:** A recap of the specific project elements you'll Deliver as well as an outline of the process you'll follow. Most clients will be delighted to see the process spelled out so they know what to expect. In some cases, this is even required if the company is large enough to have an internal team who approves freelance consultants.
- **Fees,** which should be positioned as the investment that pays for itself many times over through immediate sales and/or long-term traffic that leads to more and more sales, etc.

- **Clear Terms**, such as getting a 50% deposit up front, cancellation fee, deadlines, etc.

- **A Presumptive Close:** Thank the client and assume you'll both proceed with the project: "I can begin (next Tuesday)."