

# HANDOUT: Project Proposal Template

## Cover Letter

Hi CLIENT'S FIRST NAME,

Thanks for meeting with me the other day. It was nice to have the time to dig in and have a more focused conversation. On the following pages, I have outlined three options of increasing complexity for the project.

The options are incremental, meaning that each includes and builds upon the previous options. This will allow you to pick a level that suits the urgency and budget.

**Please note that this is not an estimate, it is a quote.** The price you agree to is exactly how much you'll pay. If I have underestimated how long it will take me to do the work, that's my problem, not yours.

Because of this, I'm strict about what's included and what's not. Please do not assume anything. If there is anything you want included that you don't see explicitly listed, we'll need to talk about it and I'll send a revised quote.

When you get a chance, please review and let me know if you have any questions or comments. I'll touch base with you on **DATE THAT IS THREE TO FOUR BUSINESS DAYS IN THE FUTURE** if I haven't heard back by then.

Sincerely yours,

YOUR FIRST NAME

## **Situation Appraisal**

DESCRIBE THE CLIENT'S CURRENT BUSINESS SITUATION

DESCRIBE THE CLIENT'S DESIRED BUSINESS SITUATION

WHY THE CLIENT REACHED OUT TO YOU OR WHAT THEY BELIEVE YOUR CONTRIBUTION TO THEIR TRANSFORMATION WILL BE

## **Project Options**

### **Option 1: SHORT DESCRIPTIVE TITLE**

I will... ONE PARAGRAPH DESCRIBING WHAT YOU WILL DO

#### **Features/Deliverables**

- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE

#### **Benefits**

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

### **Option 2: SHORT DESCRIPTIVE TITLE**

This option includes everything from option 1, plus I will... ONE PARAGRAPH DESCRIBING WHAT YOU WILL DO

### **Features/Deliverables**

- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE

### **Benefits**

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

## **Option 3: SHORT DESCRIPTIVE TITLE**

This option includes everything from options 1 and 2, plus I will... ONE PARAGRAPH DESCRIBING WHAT YOU WILL DO

### **Features/Deliverables**

- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE
- FEATURE OR DELIVERABLE

### **Benefits**

- BUSINESS BENEFIT
- BUSINESS BENEFIT
- BUSINESS BENEFIT

## Risks & Assumptions

The following risks and assumptions apply to some or all of the options above. Please let me know if you have any questions, comments, additions, or changes before accepting the proposal.

BULLET LIST OF THREE TO TEN OR MORE ASSUMPTIONS, CONCERNS, RISKS, ETC

- RISK OR ASSUMPTION
- RISK OR ASSUMPTION
- RISK OR ASSUMPTION

## Why Us?

There are all sorts of smart cookies who could potentially help you with this project. So why work with me? Here are several reasons that I trust you will find compelling:

BULLET LIST OF THREE TO TEN OR MORE REASONS YOU ARE UNIQUELY QUALIFIED TO PARTNER WITH **\*\*THIS\*\*** CLIENT ON **\*\*THIS\*\*** PROJECT

- QUALIFICATION
- QUALIFICATION
- QUALIFICATION

## Terms & Conditions

I never assess an hourly or daily fee, since you should not have to make an investment decision every time my assistance may be needed. This is a unique feature of my consulting practice.

The pricing for each option is as follows: option 1 is **OPTION 1 PRICE**, option 2 is **OPTION 1 PRICE TIMES 2.2**, and option 3 is **OPTION 1 PRICE X 5 USD**.

Please note that these are fixed prices, not estimates. You will not pay a dime more than your selected price. The fee must be paid in full on acceptance to schedule the project. I am available to start on Monday, May 11, 2015. This quote is good for 14 days.

**ONE PARAGRAPH DESCRIBING ANY GUARANTEES YOU PROVIDE**

Please check the option you prefer and sign below:

Option 1 \_\_\_\_\_ Option 2 \_\_\_\_\_ Option 3 \_\_\_\_\_