

# Business Proposal Template

Putting together a compelling proposal is hard work. This helpful template makes each step of the process more clear and that can help you grow your business.

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# Proposal Guide

A proposal is a path to growing and solidifying a business relationship. Writing a good proposal takes time, patience, and above all, thought. Our proposal template serves as a starting point. It must be modified for your company and the specific project.

- 1. Read Our Proposal Tips**

First read our proposal tips. Our tips help you to get started and help you to discern what should and should not be included in your proposal.

- 2. Fill Out the Relevant Info**

Begin filling out the content. Included in the Word™ template are each of the content entry fields and descriptions of what content is most appropriate.

- 3. Customize the Template for Your Brand**

Make sure you insert your logo and brand name/information everywhere. Even your use of your brand font and colors to make this template your own. Remember clean and simple are always best.

## **OUR PROPOSAL STRUCTURE:**

### **1.0 Project Analysis**

- Situation Overview
- Project Objectives
- Project Requirements

### **2.0 Statement of Work**

- Scope of Work
  - Phase 1: XXX
    - Steps:
    - Deliverables:
    - Milestones:
    - Timing:
    - Fees & Expenses:

*NOTE: Repeat for Each Phase*

### **3.0 Cost Summary**

- Effort, Cost & Timing Recap
- Cost table

### **4.0 Project Assumptions**

- Assumptions
- Client Responsibilities
- Risks

### **5.0 Company Info**

- About Us
- Our Philosophy
- -Our Clients
- The Team

### **6.0 Compensation**

- Fees
- Initial Payment
- Payment Schedule
- Revisions & Additions
- Rush Work
- Reimbursable Expenses
- Reimbursable & Implementation Budgets
- Records
- Late Payment
- Terms & Conditions
- Agreement