



TOOL

# Proposal Template for Writing a Good Business Proposal

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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## TOOL

# Proposal Template

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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.

## How to Fill Out Our Proposal Template

### 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.

#### OUR PROPOSAL STRUCTURE INCLUDES:

- 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:
- 3.0 Cost Summary
  - Effort, Cost & Timing Recap
  - Cost table

NOTE: Repeat for Each Phase

- 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

### 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.