

RUNOSO

Proposal for [PROJECT NAME]

Prepared for [CLIENT COMPANY] by [YOUR NAME]

Date: [DATE] | Valid until: [DATE + 15 DAYS]

1. EXECUTIVE SUMMARY

[CLIENT COMPANY] currently faces [PROBLEM]. This proposal outlines a [SOLUTION] approach that will [KEY BENEFIT 1], [KEY BENEFIT 2], and [KEY BENEFIT 3] over [TIMELINE].

2. UNDERSTANDING YOUR BUSINESS

From our conversations, we understand:

- **Current challenge:** [CHALLENGE]
- **Goal:** [GOAL]
- **Current state:** [CURRENT STATE]
- **Success metric:** [METRIC & TARGET]
- **Deadline driver:** [DEADLINE / DEPENDENCY]

3. OUR APPROACH

Why work with us:

- **Methodology:** [YOUR PROCESS — discovery → design → build → launch → support]
- **Experience:** [YEARS] years, [NUMBER] projects, [INDUSTRY] specialization
- **Track record:** [CASE STUDY / METRIC — e.g., "Delivered 40+ sites; avg. client ROI +200%"]

4. SCOPE OF WORK

PHASE	DELIVERABLES	TIMELINE
Phase 1	[Deliverables, milestones]	[Weeks 1-2]
Phase 2	[Deliverables, milestones]	[Weeks 3-4]
Phase 3	[Deliverables, milestones]	[Weeks 5-6]

What's NOT included: [Out of scope items — copywriting, hosting, post-launch support beyond X days]

5. INVESTMENT

Three options, designed for flexibility:

Essential

For focused, single-deliverable needs

₹ [AMOUNT] one-time

[Value point 1]

[Value point 2]

[Value point 3]

RECOMMENDED

Growth

Best balance of scope & outcome

₹ [AMOUNT] one-time

[Everything in Essential, plus:]

[Value point 1]

[Value point 2]

[Value point 3]

Scale

Full engagement + ongoing support

₹ **[AMOUNT]** one-time

- [Everything in Growth, plus:]
- [Value point 1]
- [Value point 2]

Return on investment: At a projected [N%] lift in [METRIC], this project pays for itself in approximately [X] months.

6. TIMELINE

MILESTONE	DELIVERABLE	EXPECTED DATE
Project kickoff	Stakeholder alignment, asset intake	[Date]
Design review	Wireframes / mockups	[Date]
Build complete	Development, QA, staging	[Date]
Launch	Production deploy, handover	[Date]

7. PROOF OF WORK

- **[Case Study 1]:** [Client] achieved [Metric] in [Timeframe] — [Detail]
- **[Case Study 2]:** [Client] achieved [Metric] in [Timeframe] — [Detail]
- **Testimonials:** [Client quote or star rating]
- **Certifications/Awards:** [Relevant credibility markers]

8. TERMS & NEXT STEPS

Payment schedule: [50]% to begin, [50]% on delivery

Validity: This proposal is valid for [15] days from the date above.

Start date: Within [X] business days of signed agreement + deposit.

Next steps:

1. Reply with your preferred tier (Essential, Growth, or Scale)
2. Sign the attached agreement & pay the deposit
3. Receive onboarding packet with kickoff link within 24 hours

PREPARED BY (FREELANCER)

ACCEPTED BY (CLIENT)

Name: _____

Name: _____

Date: _____

Company: _____

Signature: _____

Signature: _____

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