

Freelancer's best kept secret

PROPOSAL TEMPLATE

The only Job proposal template you
will need to land your next job



INTRO

Have you been struggling with sending original proposals, and you are looking for a way to optimise your efforts?

I am sorry to tell you one template won't serve all your proposals, BUT I am sure you will feel more confident and you will know how to tailor, prepare and write your next job proposal after reading this guide. And of course, with the help of our adjustable template.

On the other hand, we also want to touch base on what to avoid. You don't have to spend more than a few days on the other side to realise how common it is for applicants to make the same mistakes when it comes to proposals and interviews.

This is why we have collected some of the most common mistakes from which we would love you to stay away from.

Check out the list on next page...



⊖ Most common Job Proposal mistakes:

Applying to a job not entirely in line with your experience: There are valid cases where people decide to change careers but what we refer to here is, do not apply to ALL jobs available. It is way better to concentrate your efforts on a few proposals and REALLY put in the work to them.

Not reading the full job description or ignoring some key requirements: When a location is highlighted as mandatory, it might be due to time zones or local knowledge. Even when we work remotely, we should still respect and not spam clients when our profile doesn't meet their criteria.

Not specifically referencing the exact project and/or not providing examples of work similar to what the client is looking for. Make it evident this proposal is important to you and not just another proposal sent out in bulk. Make your application relevant and targeted.

✗ **Copy and paste a generic template proposal:** I know this might sound weird within a proposal template guide but this might be more of an *anti-proposal guide*. Jokes aside, even when using templates, you should always adjust the content, tone of voice, highlighted skills, etc., according to the job.

Going on and on FOREVER and attaching 15 documents: Recruiters on average, will go over 50 proposals for each job, and they will not spend more than a few seconds scanning your proposal. Within the first paragraph (3 sentences), catch their attention and spike their interest to keep reading.

Focussing on “selling yourself” instead of fixing the client’s problem: The structure of way too many proposals goes something like this:

- *This is what I have done.*
- *This is how many years of experience I have.*
- *Me, me, me.*

Talk about how you will solve the problem rather than giving details on your experience.

Not being transparent regarding availability, experience or expertise. Please, do not lie. Those lies live shortly, and you don't want to waste your time or the recruiters time.

Don't bid more than 20% above/under established budget (when fixed price): When a client/recruiter sets a budget, it is there for a reason and bidding way above it will not do you any favour as 90% of people will either bid for the exact amount or lower. The same goes for underbidding significantly, people will most likely not take it seriously or think that you lack the right knowledge and experience.

How TO write an ✨ outstanding ✨ job proposal

Many freelancers fail to understand their experiences are probably very similar to every other freelancer. Even when they are very experienced, this is just how competitive the market is.

When it becomes hard to stand out from the experience point of view, you will need to change strategy and focus on the human connection.

What the client is looking for is building a trusting relationship, and for that, you should provide them with understanding and commitment.

Almost as you would already know the job is yours and you are part of the team. Shifting from *I am* or *I will* complete the task to *We will achieve XYZ*.

You need to make sure whoever is reading your proposal sees you as more than just a Marketer, Writer, or Developer. **You are already part of their journey to success.**

To wrap up and for some extra points, who doesn't like freebies?

What value are you willing to give away to demonstrate your commitment? A detailed onboarding plan? One month of support after completion of work? A special price for a second blog post? It shows commitment and confidence when you are willing to go the extra mile.

With that said, if you are asking yourself how a proposal following these guidelines would look like: On the following page you will find a great example with instructions on how to make your next proposal stand out.

PROPOSAL TEMPLATE INSTRUCTIONS:

Example 1.

Client: Nature Calling, a zero-waste online beauty store

Freelancer: Brand designer

The example below includes instructions between brackets, in *italics* the information to be adjusted based on your proposal, and in **bold** the standard information that most likely you can reuse.

Hi (*Client's name*),

(A consumer trend that connects with the problem) *With all current distractions and the natural beauty scene being more in-demand and competitive your branding will have less than 15 seconds to stand out...* **In fact, I have worked on many similar projects in the past and I have included a couple of examples below.**

I personally believe delivering a clean and modern design that connects through the emotion of care and nature (include a personal opinion on the subject to show knowledge and understanding) *will retain your visitors on site and awaken their interest in knowing more about Nature Calling. We can also A/B test some pages on the website that are underperforming.* (connect with how you will achieve them to differentiate from competitors and even suggest further services you have detected they might need).

But for now, let me share a path for accomplishing your goal. First, you mentioned you'd like a leaf to be part of the branding (include requirement 1 from job post) *and I think that we could achieve that by using a papaya leaf as you are based in Central America* (connect with how you are meeting that requirement).

You highlighted (requirement 2), *the designs to be made in Canva. There are several easy ways to* (how you will respond to the requirement) *design different visuals and for you to be able to manage for yourself.* **In fact, I will always try to follow this approach/ follow this method whenever possible. It makes it easier, faster and more flexible on my end and administratively, the process is much more accessible on your end** (showing understanding of client's criteria and requirements)

Your budget is ... and since I noticed in your profile (LinkedIn profile, company website) **that you are actively involved in environmental activities** (mention what you like about the client or organisation), **you sound like a client I would like to build a long-term relationship with. How about** (5% less)?

Finally, you mentioned you need this to be finalised in (X days). I have full availability and I believe I can deliver this project exactly the way you would in (X-3 days).

I have proposed a milestone schedule below for your consideration. If you are ready to start, I am as well.

I look forward to hearing from you soon.

Kind regards,

(Your name)



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- **Geoff Hucker** (CEO) *Work for Impact*

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