



# Marketing proposal template



## The challenge.

This is where you identify the problem or frustration that led the prospective client to offer the marketing project.

Finish talking about the negative consequences that will happen if the client doesn't fix the problem.





## Services.

Break down different services you'll provide to help the client overcome that problem or frustration.





## Your investment.

Break down your service package at a high level, but not your price.

Use 3-5 project phases and what the total amount would be.

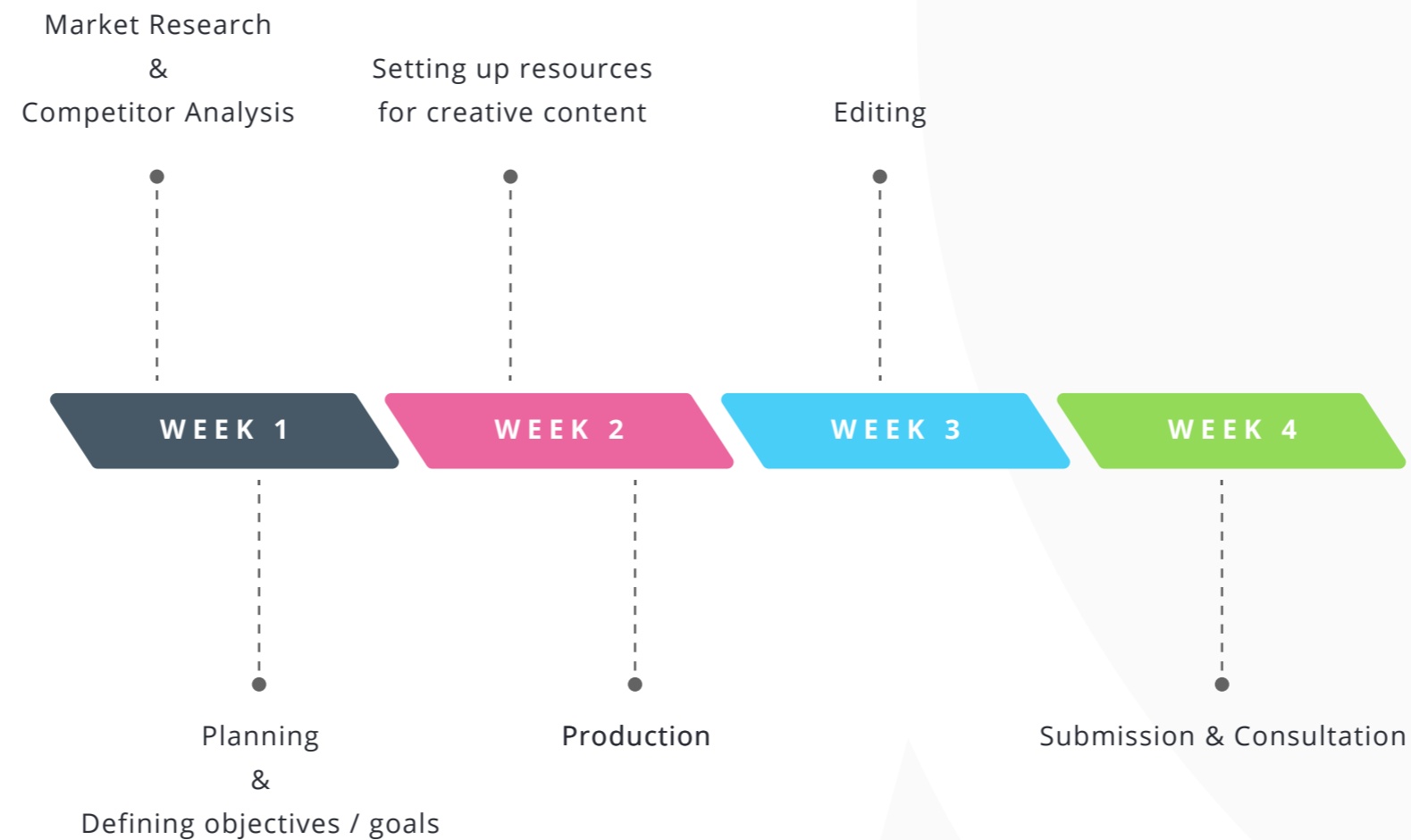
Make your solution appear valuable and easy to understand.





# Project timeline.

Transparency is key when talking about investment. Make sure the client fully understand where the money will be spent and how the time will be used. Here is an example of how a project timeline could look:





## Next steps.

This is your “call to action” section. Make a limited offer that expires on a certain date, which motivates the client to act. Use bullet points to specify exactly what the client has to do to accept your offer. Finally, tell the client what will happen immediately after they accept the offer to set expectations





# Terms and Conditions.

