

# Million Dollar Copy\_Business Proposal Template

## **Guide to use this proposal:**

In Million Dollar Copy, we shared with you strategies and tactics through 7 modules on how to build a million dollar copywriting business. This business proposal template is an extension of Module 4: Crafting Your Secret Offer. It is designed for you to send to your leads and prospects as a proposal to grow their business.

To use this template, start by answering the preparation questions and then move on to the rest.

## **Preparations:**

1. Why are you in this business?
2. What are your personal and business goals?
3. What makes you different than your competitors?
4. What are your business rates and packages?
5. What are the needs of your clients?

[YOU MAY DESIGN AND INSERT YOUR OWN COMPANY HEADER]

[YOUR COMPANY NAME OR LOGO]  
[YOUR COMPANY ADDRESS]  
[YOUR COMPANY CONTACT NUMBER]  
[YOUR COMPANY EMAIL]  
[YOUR COMPANY WEBSITE URL]

[DATE: DD/MM/YYYY]

## **Copywriting And Marketing Proposal**

[LEAD'S NAME & TITLE]  
[LEAD'S COMPANY NAME]  
[LEAD'S COMPANY STREET ADDRESS]  
[CITY, STATE, ZIP CODE]

Dear Mr./Ms. [LEAD'S FIRST NAME]

### **The Purpose Of This Proposal**

Paragraph 1:

- Demonstrate your understanding of your lead's current business situation
  - Where is the business heading to
  - Use the A-B Formula
  - What are their top 3 challenges
  - Stress on pain points

Paragraph 2:

- Propose the initial solution to solve the top 3 challenges
  - Here, you describe your unique approach as a solution

### **The Key Objectives**

List down the key objectives of this proposal aligned and agreed from initial meetings with your leads or gathered from your independent research.

1. Objective #1
2. Objective #2
3. Objective #3
4. Etc...

Note: Objectives are written in the form of an action point and as the end goal. It is clear and straight to the point.

## **Here's How We'll Measure Success**

Put in measurement tools to measure the project's success.

1. Success marker #1
2. Success marker #2
3. Success marker #3
4. Etc...

Note: This part is important to manage your lead's expectations and demonstrate your organizational and project management skill.

## **What Does This Mean For You And Your Business?**

In this section, you input in your client's current business achievement and what will the business potentially make as a result of engaging with your services. Do up a conservative projected result.

The result may be captured either in conversions, sales value, click through rate, email open rate or any other markers discussed and aligned as the business objective.

## **Here Are The Options For Achieving Our Goals**

Insert in your options for your leads and prospects to engage with your services. These options should include your strategy and tactics in solving the business problem. Provide up to 3 options.

## **How Soon Can We Start And How Long Will It Take?**

This section is where you lay out the start date of this project, the milestones involved, dates for review (*if any*), and estimated date of completion for the project.

## Who's Doing What... Our Roles & Expectations

Define your roles and your client's roles and responsibilities. Declare upfront, what you need from your client in order for the project to be a success

My role & responsibilities:

- 1.
- 2.
- 3.

Your role & responsibilities:

- 1.
- 2.
- 3.

Our joint role & responsibilities:

- 1.
- 2.
- 3.

## Here Are The Fees And Payment Schedule

Insert your terms of payment for the proposed options to engage with your services. You may deploy the "decoy" tactic here.

- Investment amount
- Mode of payment (*if required*)
- Date for client to make payment
- Payment instalments (*if any*)
- Fast action bonus for full payment upfront

## Acceptance

Your signature below indicates acceptance of the terms of this proposal indicated by the option you have checked.

Note: Insert in your options in check boxes for your client to tick, acknowledge receipt, sign and send the document back to you as proof that they agree to engage with your services.

[YOU MAY DESIGN AND INSERT YOUR OWN COMPANY HEADER]

- Option 1
- Option 2
- Option 3

We accept the proposal above and the option selected.

[YOUR SIGNATURE]

[YOUR LEAD'S SIGNATURE]

[YOUR NAME]  
[DATE]

[NAME]  
[DATE]

**Please sign, scan and email proposal to [insert your email]**