MODULE 5: PRICING, PACKAGES AND PROPOSALS

Build your proposal template

Lesson: Quotes and proposals that sell · about 15 minutes

Use these exercises to turn your next proposal into a document that sells on its own.

Your business (name, service, main city):

1. Write down your current close rate: proposals sent and bookings won over the last twelve months.

2. List the four fit questions you will ask on every discovery call before writing a proposal.

3. Draft the opening section of a proposal for a recent inquiry, using the client's own words and concern.

4. Write your investment section for your most popular package, with an all-in price, HST wording and one genuine option.

5. Adapt the day 2, day 6 and day 14 follow-up messages to your business and voice.

6. **List the photos and reviews you will use as proof, and note which photos still need written permission.**

Check: can you now

- Choose between a one-page quote and a full proposal based on the client's decision process
- Structure a proposal in seven sections that follow the client's thinking
- Measure your close rate and run a three-message follow-up sequence

One change you will make this week