

# Effective Proposal Writing

Saed R. Habib

Freelance Program Officer / Gaza Sky Geeks

# Saed R. Habib

## Education:

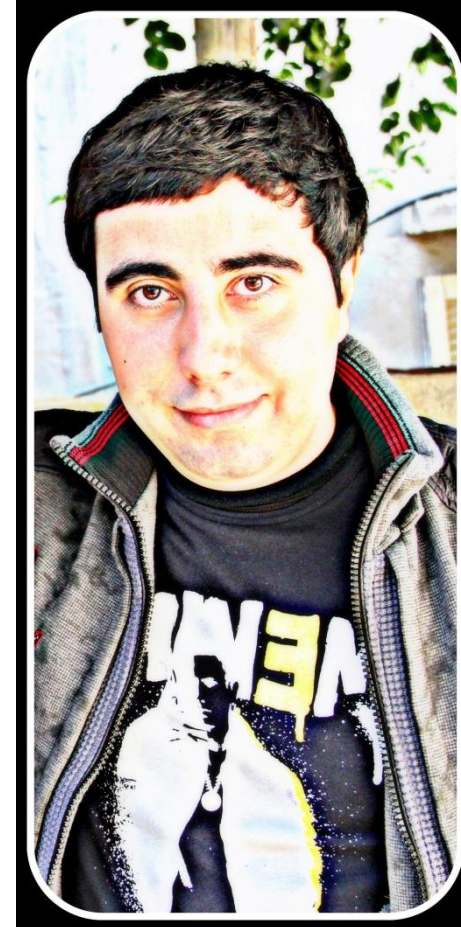
BA in I.T - Multimedia & Web development

**Current job:** Freelancing Program Officer

## Previous positions:

1. Freelancing Program Coordinator at GSG/MC
2. Full Time Freelancer at Upwork
3. Information Systems Help Desk Assistant at UNRWA in Gaza
4. Web developer intern at World Health Organization HQ in Geneva
5. Project Manager at Solskjerming-as in Norway
6. Freelancers' Mentor at Mercy Corps in Gaza
7. SMM & team leader at Elance

Reach me out at: **saedhabib.com**



# What is a proposal?

- ▶ A proposal is a written offer of services tailored to a client.
  - ▶ Perhaps not every definition uses the word 'tailored'. However, as it is a crucial characteristic of a successful proposal, it is a key word for our definition.
- ▶ A proposal is not a business plan or a full action plan
- ▶ In short; Proposal is just a way to start a conversation, not to close a deal.

# Checklist of a winning proposal

- ☐ Customized greeting
- ☐ Adding a human connection
- ☐ Hijacking the job description
- ☐ Value you're adding
- ☐ Relevant Samples
- ☐ Relevant question(s) / CTA
- ☐ Availability
- ☐ Timeline

# Things to be considered

- ▶ Your proposal is a response to their problem
  - ▶ With a strong awareness of the problem, you can then showcase how you can solve it
- ▶ A proposal does not highlight how great your skills are. It highlights how great you can complete your client's project.
- ▶ A simple but important question to align yourself with this philosophy is: "Why?".
  - ▶ Why should the client choose you?
- ▶ Your proposal will likely be reviewed with a series of competitors. Therefore, understanding what your competitors may offer will improve your own submission.

# Things to be considered

- ▶ Many clients will put special instructions in the job post to qualify candidates. Be sure to keep your eyes open for these and address them in your proposal.
- ▶ Keep it short and simple
  - ▶ Clients are busy so keep your proposal short and get straight to the point.
- ▶ Do something to get noticed in the first two lines. For example:
  - ▶ Personalize your introduction. Don't know who you're dealing with? Troll the feedback section of their Upwork client profile to see whether anyone has mentioned them by name.
  - ▶ Highlight your success. Throw them a relevant and incredible performance statistic you were recently responsible for, if you have one. This is a great way to grab attention and avoid being too generic.

# Things to be considered

- ▶ Include samples
  - ▶ To demonstrate you have the know-how to complete the project successfully, attach a relevant sample to your proposal. Resist the urge to attach your entire portfolio; instead stick to one to three items that are highly relevant.
- ▶ Be approachable and professional
  - ▶ Use language that will help you come across as an approachable person throughout the whole correspondence—someone who will be easy and pleasant to work with. But you still need to keep it professional! This means using warm but more formal greetings and closings
  - ▶ Don't be afraid to inject a bit of humour into your proposals. It's important to keep it professional—always—but a bit of humour and friendliness shows the client you're not just a drone but actually a real person with personality
- ▶ Create and save your proposals in a word editor instead of directly in Upwork
  - ▶ Creating your proposal in an editor, such as Microsoft Word or Google docs, will allow you to style, edit, and save your proposals for easy reference the next time you have a similar proposal to send. By referencing old proposals, you can determine what might have worked and what didn't, and test which approaches work better for you.

# Common mistakes

- ▶ A common mistake is to write a generic proposal. A proposal written to describe your services to any audience will have little impact. The client does not want to read what's already written into your overview.
- ▶ Clients invest time writing a fully described project, and therefore; they expect freelancers to invest some of their time writing a tailored proposal.
- ▶ Adding links to your proposal, you should always focus on keeping the client inside the decision area, don't distract them.



# Common mistakes

- ▶ Thinking you can't charge higher than the client's budget
- ▶ Focusing on years of experience
- ▶ Focusing on the cover letter when there are questions required.
- ▶ Bidding too cheap
- ▶ Applying when there are already too many proposals

# Helpful tools

- ▶ [Grammarly.com](https://www.grammarly.com)
- ▶ [Photofeeler.com](https://www.photofeeler.com)
- ▶ [Calendly.com](https://calendly.com)

# Proposals that worked for me

Hi John!

I'm sorry to hear about your image carousel issue, I'd love to have a chance to check it out, would it be possible to share your website with me and where the problem can be found?

Happy to start now!

As you can see I'm a Top-Rated developer so you can only expect high-quality work coming out of this!

Best,  
Saed

# Proposals that worked for me

G'day!

Happy to assist you to build your personal blog, I'd like to know what category this will be, like fitness, business, training ..etc

I can also give you some suggestions!

Let's chat now and discuss further!

Cheers!

# Proposals that worked for me

- ▶ Welcome to Upwork! I see you've newly joined here, as you can see I'm a Top-Rated developer rated by Upwork.com, I'd be more than happy to chat anytime at your convenience to discuss more about your tourism company and how I can help you create not only an outstanding website but also one that can drive more customers!



**THANK YOU**

**ANY QUESTIONS?  
NO? GOOD**