



# 30 WINNING PROPOSAL SAMPLES

How to write winning  
proposals that land  
you freelance gigs

'GBENGA ADEBIYI

# **30 Winning Proposal Samples**

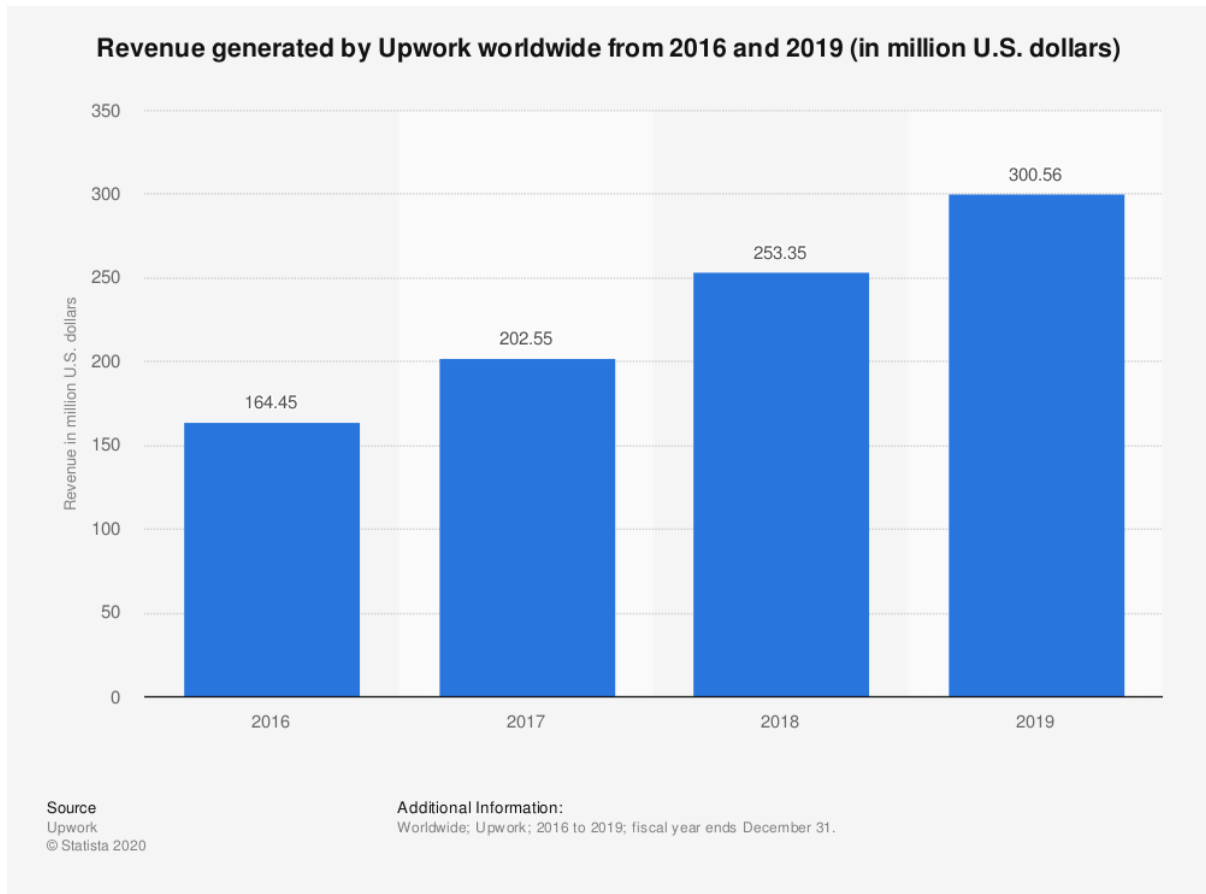
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## Introduction

**\$300,560,000.**

That was Upwork's worldwide revenue in 2019.



SOURCE: WWW.STATISTA.COM | REVENUE GENERATED BY UPWORK WORLDWIDE FROM 2016 AND 2019

According to [Wikipedia](https://en.wikipedia.org/wiki/Upwork), Upwork has over eighteen million registered freelancers and five million registered clients (2020) making it the biggest platform for freelancers.

What does this mean for you?

There are dozens of freelancers, some with higher reviews and ratings than you, actively using the platform and submitting proposals daily.

Even at that, Upwork receives thousands of applications from new freelancers daily.

So, you must understand that the competition is tough out there, and you will not be the only one submitting proposals to clients.

As a freelance coach for so many years, I have seen freelancers on Upwork repeatedly make the same common and easily avoidable mistakes.

Nonetheless, no matter how small these mistakes are, they can prevent you from getting gigs as **clients always aim to employ only qualified and competent freelancers.**

Now, does this mean that you do not have the necessary skills to handle the project?

NO, it does not, just that your proposal says otherwise.

### ***So, what does a winning proposal look like?***

In this e-book, I have included 20 winning Upwork proposals (Chapter 2) and answers to some Upwork screening questions (Chapter 3). I also explained some vital factors you must consider when crafting a winning proposal.

I also shared 10 proposals that got some of my students gigs worth over \$500,000 via Upwork and other freelance platforms (Chapter 4), you can learn from their winning proposals to see why they worked.



**REMEMBER**, even though these proposals were used on Upwork, you can fine-tune them for other freelance platforms.

This should enable you apply for more jobs and help you stand out from the crowd so you can have a solid chance at being employed by clients.

Let's get started!

**GBENGA ADEBIYI**

# Chapter 1

## Factors to Consider When Writing a Winning Proposal



One day, I woke up to over ten WhatsApp messages from some students in an Upwork mentorship class I had just concluded. Coincidentally, every one of them had the same problem, *“Please, Sir, I have not landed any job yet. It has been almost a month.”*

Don’t get me wrong. I have coached numerous students who have landed gigs scaling over \$300,000 collectively. However, despite a coach’s presence in your freelance journey, there are rules that you must follow squarely and independently to succeed.

Like in football, there are rules set in place, and if disregarded, it can lead to your removal from the football pitch.

If other life areas take rules seriously, how much more business oriented clients, who are looking to always get value for money?

Back to my story, so I read everyone's messages and asked them some questions. After much back and forth, I told them to send me a copy of their last proposals.

That was all I needed. I had finally found the problem!

Aside from the other list of reasons you may not be landing gigs, the quality of proposals you send to your clients takes priority.

You must understand that your proposal is the first encounter any client will have with you, so you must make it worthwhile and leave a lasting first impression on them.

*Let's do a brain exercise.*



*Imagine you are going out on a first date with someone you met online.*

*Since you haven't seen this person before, how will you want them to see you for the first time?*

*I know I'll want to look my best to impress the person.*

*That's your answer, too, right? - So you see, **first impressions matter.***



Let's see the important factors you must consider when writing a winning proposal.

## 1. Capture Your Client's Attention Fast



Your client may have written about 500+ words of job description with stringent rules, but they are still humans. A little show of interest in them and their business will help you stand out.

One way to do this is by including their name at the beginning of your cover letter.

Some clients include their names at the end of their job description. However, if they didn't include their name, here's how you can find it.



Search the client's feedback on their Upwork profile. Other freelancers that they have worked with will call them by their names. Note the **CORRECT** spelling of the name and include it in your proposal.

You can also go further by saying something remarkable about their business or their business niche.

## **2. Restate Your Client's Problems**

Telling your client their problems again is fundamental because it shows them that you have read and digested the job description and crafted the proposal specifically for them.

So, instead of the client seeing yet another "hungry" freelancer solely interested in making money only, they see someone who has taken time to understand what the project needs and is interested in helping them achieve their goals.

### 3. Always Answer the Screening Questions



The last job I posted on Upwork got over 50 proposals, and quite frankly, that's not even up to the number of proposals some other clients get regularly.

Amidst this large number, every client hopes to find the most suitable freelancer for their project.

So, they'll want to know why they should choose you instead of the other hundreds of freelancers, and this should be the focus of your answers to all those questions.

Point out only what makes you look good and is relevant to the question, and try to back them up with samples or your profile.

Sadly, most people just end up writing anything in the screening questions section because they feel they have sorted out their most important challenge, which is the cover letter.

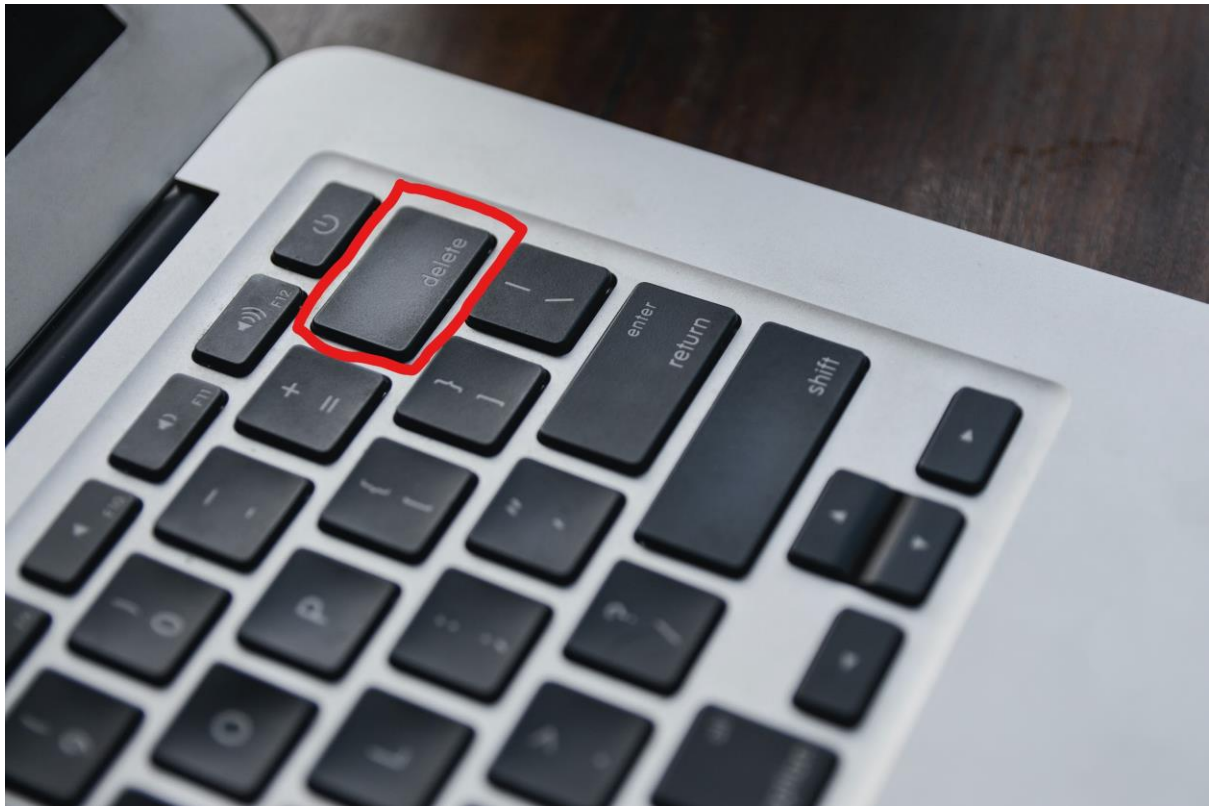


The thing is, when you are filling your proposals, you'll see the cover letter option first, and that's what most other freelancers spend more time on before attempting the screening questions.

However, when your client receives your proposal, they see those screening questions first before your cover letter.

So you must put as much effort as you put into your cover letters into writing relevant and meaningful responses to those questions.

#### 4. Less is MORE



Don't write a lengthy letter for the sake of writing because you'll end up saying a lot of irrelevant things.

Always ensure that your cover letter is clear and concise. More importantly, your cover letter should specifically address the client's issue or project.

98% of the time, clients would skim through lengthy cover letters looking for catchphrases or anything that interest them rather than reading it properly.

That happens because there are still many more cover letters to handle, so this feeling of urgency springs up in them when they see a lengthy cover letter (this is psychological).

Meanwhile, they'll spend more time reading short cover letters because, for starters, the letter is short and instantly screams "time saver."

One hack around this is to put yourself in the shoes of the client.

*Imagine if you had over a hundred cover letters to review.*

*Where will you spend your time? A short cover letter with so much quality or a long irrelevant cover letter?*

## 5. Don't be Overly Salesy



Everybody is a pro in their field of work. That's true, and we all know that. But seriously, no one wants to really hear it.

You may think that excessively selling yourself in your proposal will make it look stronger, but they do the opposite by weakening it and making it look so unreal.

Here are a few examples.

- "I am extremely professional."
- "I am super creative."
- "I am the most time conscious person you'll ever find" (a freelancer included this in a recent proposal I reviewed), and so on.

Do you understand now?

Instead of doing this, you can direct your clients to read reviews and testimonials from other clients. That's a much better and sincere way of proving your credibility.

## 6. Watch out for "Special Words" in the Job Description



Not everyone reads the job description thoroughly before submitting a proposal, and clients have become aware of this.

So, in order to separate the good eggs from the bad ones, clients include a random word in their job description and ask you to include it in your proposal.

Sometimes, they could ask you to make a random sentence with a word. It just depends on the client.

Be attentive and include the special words to avoid your proposal getting deleted.

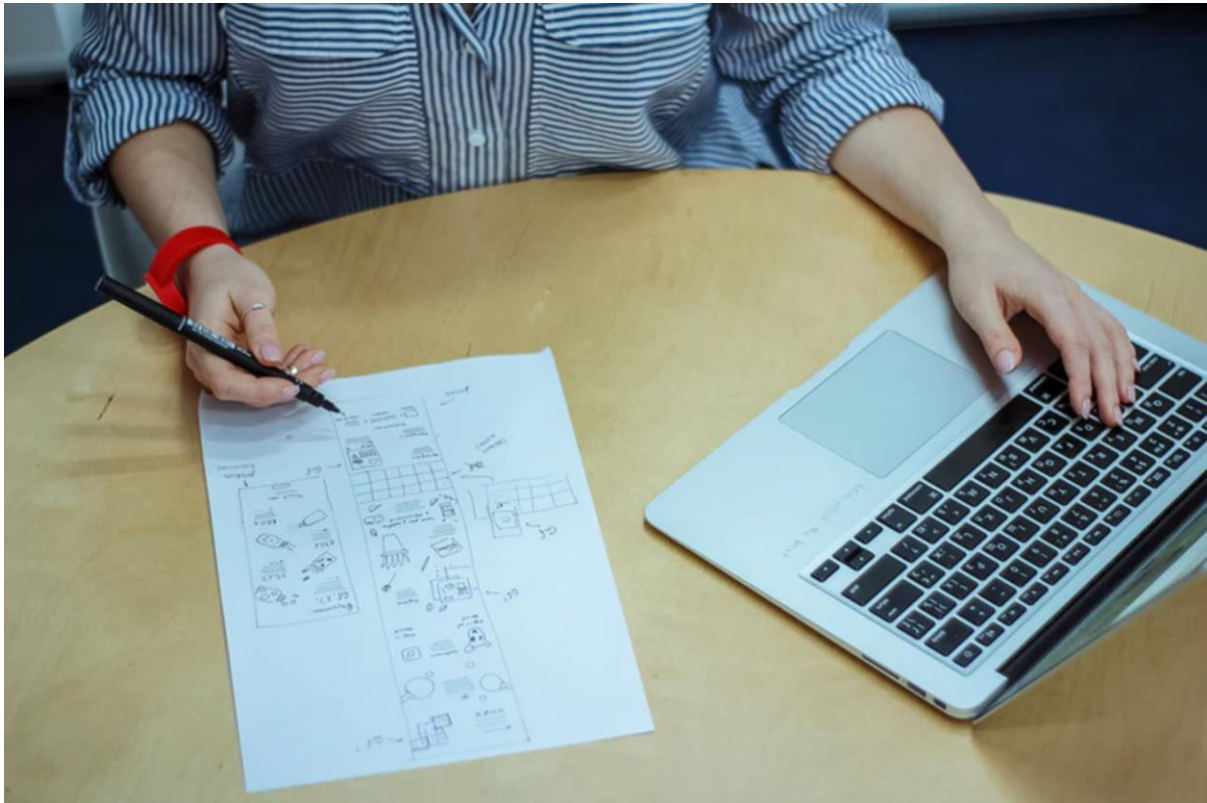
**Unpopular Opinion:** The question I'll never stop asking here is, why will anyone just skim through a job description without properly reading it?

It's just like writing an examination without reading the instructions. You'll fail woefully!



## Chapter 2

### 20 Winning Upwork Proposal Samples



#### Sample 1 – Press Release Writer

Hi,

Congrats on your app launch.

I would like to point out a mistake that most app developers make when putting out a press release. Unless there is an interesting story behind the launch, a press release sounds more like a commercial.

I believe that you need to hook people up so that they are interested to know more.

I am available to help and assure you of top-quality service. I look forward to hearing from you

Regards, Moses

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## **Sample 2 – Administrative Assistant (Bookkeeping)**

Hi,

I see that you are burdened with bookkeeping and need some upgrading of your financial process to grow your business. I can help!

I am a great fit for this job because, as a senior finance executive, my goal is to provide streamlined solutions and tailor your processes to meet modern-day business challenges.

I have not only consulted but also ran and sold my own business so I can tackle a challenge from any and every direction.

I would love to answer your questions.

Regards,

Austine.

## **Sample 3 – Logo Designer**

Hi,

I'm very interested in getting your work done.

I feel confident to complete it according to your requirements because I have more than three years of logo design experience.

Therefore, you can be sure of a high-quality design from my side that will meet all your deliverables.

Kindly get back to me with more details. I am looking forward to working with you.

Thank you in advance!

Kind regards, Segun.

## **Sample 4 – Content Writer**

Hello,

I have read your description, and I simply love blog writing in any niche.

Coincidentally, I recently worked on a similar project about air purifiers and delivered top-quality articles that earned me more work.

I write articles that are free from errors and plagiarism.

I am ready to start immediately and deliver quality articles which your readers will love.

Attached is a sample of my latest article.

Kind regards,

Chioma.

## **Sample 5 – Content Writer**

Hi,

I read through your job post requesting a creative and experienced writer.

I believe I possess all the necessary skills required to make this task a success and help you achieve your desired result.

I have seven years' experience writing in different niches, and I'm willing to infuse my skills and experience into your project.

Regarding the opinion that most freelancers over-promise but under-deliver, I aim to show an exception and prove that notion wrong.

I'm always available for a chat, and I look forward to hearing from you.

Regards, Christiana.

## **Sample 6 – Content Writer**

Hi,

I am an expert content writer and a vicarious book reader. I write original articles, and I have been writing for a couple of years.

I can thoroughly research a topic and write high-quality content on time. The content will be free from plagiarism and grammatical errors.

I would like to show you my sample work for your satisfaction, and I feel that I am fit for this job as the service you require corresponds to my skills and abilities.

I am looking forward to your positive response.

Regards,

Funmi.

## **Sample 7 – Fashion Writer**

Hi,

I am an experienced writer who is associated with the world of fashion, and I believe I'm the best fit for your product.

I am into blogging, but I am just excited about the fact that you sell hats.

I have an obsession with hats and believe that they are an interesting fashion accessory. You will definitely agree with this.

Anyway, here is my fashion blog portfolio and hat-filled Instagram escapades.

Kind regards,

Hadiza.

## Sample 8 – Website Development

Hi,

I have checked your job description and requirements and am intrigued!

I'm a professional website designer, by the way, and I like working with clients who believe in high quality and great design.

I know you value your time and money, and above all, your business. That's why I deliver my results within your deadline.

Kindly hit my inbox, and together, we can make an empire.

Thank you for your time and consideration.

Kind regards,

Deborah.

## **Sample 9 – General**

Hi,

I am very excited as I write this proposal!

Wondering why?

That's because I really love your business. I have always been passionate about physical fitness and self-improvement for as long as I can remember.

I have been working in the fitness and self-improvement industry for over seven years now, which means one thing; I have the experience you need to get your project done.

I have done a similar project before, and I really understand what clients need because I have been one.

Kindly contact me in my inbox, and we will discuss the project further. I am always available for an interview anytime.

Kind regards, Alex.

## **Sample 10 – General**

Hello,

I have analysed your project, and I fully understand your requirements. I am very interested in working with you to make sure that your project is a success.

Given your project's requirements and my level of experience, I'm convinced that I can deliver a high-quality output that you will surely love and appreciate.

I have a lot to offer your business if only you can give me a chance. Sounds interesting? Hit me in my inbox for more as we discuss the project.

I will be looking forward to your message.

Regards, Stephanie.

## Sample 11- General

Hello,

Thank you for your invitation. ***(This phrase is only applicable if the client invites you for a job)***

I have read your job description, and I'm intrigued and excited to submit this proposal.

I'm a certified (certification if relevant) from (country). I have experience (# of years) years of experience working with (relevant tool) and (of years) experience in (general domain).

Specifically, I have done projects (similar to what the client is asking).

Please check out my portfolio to see the successful projects I have completed via this link: (URL).

I would love to hear back from you. Please send me a message, and I'll respond immediately.

Thank you,  
James.

## Sample 12 – Scriptwriter

Hello!

First of all, magnetism ARE cool, and you've honed in already on some compelling words using that CNET quote "Lego for the 21st century." I mean, that's a killer line.

Secondly, I love that you're trying to bring a voice to this project. I can't begin to tell you how many companies are scared to sound human in their copy (Hint: They are a lot).

And since I'm gushing here, I ALSO love that Little Big Planet video. It reminded me of being a kid and visiting San Francisco's Exploratorium. It felt like magic, not science.

So it sounds like you need a scriptwriter who can tie together the actual science behind magnetism but inject it with enthusiasm and a little bit of magic.

I read through your project sheet and think the video needs to incorporate more storytelling.

We can't only tell readers how cool magnets are. We should also include the myriad possibilities of creation in their daily lives, which will open up their sense of wonder and increase their enthusiasm.

For example, you can watch this video I wrote, produced, and starred in for tech giant <http://www.youtube.com/>.

We didn't just tell pros how to use the platform - We illustrated real-life stories that could help relate a tricky piece of technology to their real lives.

Makes sense?

I'd love to talk more about this with you. Want to hop on Skype for 5 minutes today?

Best, Amina.

## Sample 13 – Editor / Copywriter

"Zoe did a TERRIFIC job on my email campaign. She advised me on how to structure the mailing, set up Mailchimp for me, cleaned up my lists, did an email test, and made sure the emails went out on time. HIGHLY RECOMMENDED."

The above testimonial, taken directly from my Upwork profile, is from a recent client who also needed a list cleaned and MailChimp set up quickly so he could start sending out his monthly newsletter to his list of over 4,000 subscribers.

Not only would I be able to help you set up MailChimp ASAP, but I could also advise you on best practices for email copywriting and write the emails for you if needed.

Here is an email I wrote and designed as part of a local juice company's promotional campaign:

<http://www.upwork.com/att/download/portfolio/persons/uid/.../profile/projects/files/>.

The goal of the campaign was to generate new leads and grow the company's mailing list. The email includes easy ways for the customer to share the offer with friends and colleagues and a clear CTA.

Here's also an email I wrote for a drip campaign:

<http://www.upwork.com/att/download/portfolio/persons/uid/.../profile/projects/files/>.

The sample above was a part of a series that offered quick, simple tips for improving marketing emails. By providing valuable information in each email, I was able to transition into a pitch for the client's ebook without being overtly salesy.

I'd love to hear more about your business and this project. How big is your email list?



## Sample 14 – App Developer

Hi,

I see you're looking for a developer proficient in Ruby on Rails and Angular JS to complete an existing project.

Your project reminds me of one of my previous projects called "title of the project". It's a SaaS app used for managing travel plans.

I developed this application using Ruby, Ruby on Rails, and Postgres. For the front-end, I used HTML5/CSS3, JavaScript, jQuery, and Twitter Bootstrap. I even deployed this app to Heroku. This app uses Devise for user registration and authentication, and it also has an admin area where users can log in using their email and password.

You can try out this app yourself here: <http://myappaddress.com>, and you'll find the source code on my GitHub account: <http://github.com/mygithubaccount>.

Will you be available for a quick 5-minute Skype call? Click here to schedule a time for a call: <http://calendly.com/>.

Thank you for your time.

Regards,

Ibukun.

## Sample 15 - Developer

Hi,

Thanks for sharing your CakePHP requirement here on Upwork, and I will be more than happy to help you. Let me share with you my expertise with Core PHP along with CakePHP.

For the past nine years, I have been working in CorePHP along with CakePHP for my clients. Here are some of the samples I would like to share with you.

*"The first sample" is where "I did what I did." "The second sample" is where "I did what I did."* You can also see my Upwork profile for feedback for many CakePHP development work.

Coming back to your requirements, "state all the requirements and say that you can fulfil all."

I can start your project immediately. I'm looking forward to working with you.

Thank you,

Mark.

## **Sample 16 – Administrative Assistant (Data Entry)**

Dear "name of the client",

I have gone through your job posting on the Data Entry Project. According to your job description, you need a fast worker for your data mining and web research.

For your kind information, I want to let you know that I have been working with these types of works for more than five years.

I am fully expert in web research, extracting email, data mining, Google, Bing, Yahoo, MS Office (Full), Google Docs, Google Document, Google Spreadsheet, Adwords, Analytics, Webmaster, SEO, SMM, EM, SEM, PR, B2B Marketing, Lead Generation, Directory and other related programs.

I can assure you that I will submit your task in time with quality work as I've already completed so many projects.

Here's a link to my portfolio.

You can also have a look at my portfolio in my profile. I have listed many successful projects in the work history area.

I look forward to using my skills to meet all your deliverables on this project.

Regards,

Tunde.

## Sample 17 – Social Media Marketer

Dear “name of the client”, (*Replace with “Hello” if the client’s name is unknown*)

I’ve carefully gone through your job posting on “*Write job title*”. I’m an expert Social Media Marketer with full internet marketing techniques, and I have more than six years of working experience in SMM, IM, SEM, SEO, Affiliation, etc. I am very much interested in your project with all of your requirements.

Recently, I have successfully completed many SMM, IM, and EM projects.

You can check out my official site <http://www.yoursite.com> and have a good look at my portfolio.

For more on my skill and successfully finished jobs, please have a look at my Profile, Portfolio, Work history and Feedback.

I am always available on Email and Skype to have a voice or video chat if necessary.

I will be available more than 60 hours per week and able to start your project as soon as possible, according to you.

Thank you for your consideration.

Best Regards,  
Emmanuel.

## Sample 18 – General

Hello,

Before I submitted this proposal, I did a quick Google search on your company, and I found out that:

(Interesting fact 1)

(Interesting fact 2)

(Interesting fact 3)

As a result, I'd love to be a part of your team and contribute to your outstanding work! Here's how I'll do so:

(Suggestion 1)

(Suggestion 2)

(Suggestion 3)

I've done this for several clients before. Here are some relevant and specific samples that you can review.

(Sample/Link 1)

(Sample/Link 2)

(Sample/Link 3)

If you are keen to get started, we can have a quick call, or you can send me a message, and I'll reply instantly.

Regards,

Mohammed.

## Sample 19- Video Game Designer

Hello,

I'd really like to work with you on this project.

I do have a couple of questions, but first, I'd like to make you an offer and provide some background information so you can check my work out.

My name is Gray, and I am a designer with nearly 20 years of experience, with 9 of those years in online gaming and games design. Many of the games I have designed are slots and mobile games, so I am pretty familiar with what you want to do.

However, I'm new to Upwork and looking to get a few clients that I can build upon. If you take a look at my work and feel that I could help you, I'll offer you a 10% discount.

You'll get all the expected stuff like any great professional service and a fast turnaround, at a bit less, and I get a bit more exposure.

You can have a look at my portfolio here: <https://myportfolio.com>.

The question that I have is really to do with the source files. In your outline, you mentioned that you need to have the "look and feel" sorted, so does that mean that you have source files/.psds all ready, and you can incorporate them into it?

If the above offer sounds like something you would be interested in, I'd love to hear from you.

Regards,

Gray.

## Sample 20 – Business Consultant

Hello,

I see that you need help offloading and upgrading some of the financial processes in your growing business. I can help with that and can start right away!

I'm an excellent fit for this role because, as a fractional CFO, my goals are to help you create streamlined processes that free you up to do what you're awesome at while I handle the day-to-day financial tasks.

I've consulted with dozens of small businesses and have started, ran, and sold businesses of my own, so I know first-hand the challenges of wearing every hat in the building.

If we were to start, here's how I would approach the project:

1. Chat with you to determine pain points and processes that need to be improved and offloaded.
2. Prioritize the above to get as much off your plate as possible.
3. Document all new processes and systems so that it's evident what's getting done, who's doing it, and on what schedule.
4. Once we establish the new processes, I would look for ways to optimise this and save you even more money by taking some of the more administrative tasks and delegating them to my team (with your approval, first). Once stable processes are in place, I usually try to save my clients money by assigning some ongoing management tasks to my team who operate at a lower rate.
5. Over time, we'll continue to find new ways to improve the process and make your life easier.

Do you have any questions for me?

Please send me a message, and I'll respond immediately.

Regards,  
Chuma.

There you have it — twenty solid proposals to land you your desired gig in no time.

***Please note that even as you try to make your proposal as enticing as possible, ensure that you are not making empty promises or stating what you are not.***

Stay true to your words and deliver on all your promises.

That way, you'll earn clients that will love to work with you in the long term.



## Chapter 3

### Answering Upwork Screening Questions



As I earlier stated, there are some screening questions that clients on Upwork attach to their job description.

These questions help the client determine your level of interest in the job and your overall understanding of the project.

Sometimes, they just want to ask specific questions that they would like to know all about.

Below are some samples to help you understand the correct way to address these screening questions when submitting your Upwork proposal.

## 1. What Part of this Project Most Appeals to You?

**Ans 1:** There are actually two parts of this project that appeal to me more than the others.

One part is that all of the requirements are in areas that I have a great deal of experience in.

The second part is that I really enjoy this kind of work. It is my passion, and I take great pride and satisfaction in achieving outstanding results.

**Ans 2:** The most appealing part of this project is that I know I can help you because I've worked on very similar projects before. I've also been learning Spanish and Japanese as an adult. It isn't Korean, but it has helped me understand how adults feel when they learn a foreign language.

For example, they often feel embarrassed when they want to practice speaking, but they might cover it up with an excuse about not having time to learn.

I've helped a client with a business teaching Spanish to get more leads via influencers and Google Adwords – I helped him go from 20 to 40 leads per month after three weeks.

I've also helped another client in the mobile gaming industry advertise with Naver, Daum, and on social media in South Korea.

While neither is exactly the same business as yours, the combination between the two means that I've helped another business in your industry get the same results, and I've used the tools you are looking to use to get the job done.

## 2. Why Do You Think You Are a Good Fit for this Particular Project?



**Ans:** I think I am a good fit for this project job because I have all the qualities you require.

Experience is the golden factor with this type of project, and I have a minimum of 4+ years of working experience in (name the job categories the client needs assistance with).

## 3. Which of the Required Job Skills Do You Feel You Are Strongest at?

**Ans:** I have thoroughly read your job description, and I have more than two years of extensive working experience in all of your required skills.

I am confident in my abilities to perform above your expectations in every phase of this project.

## 4. Why Should I Hire You?

**Ans:** Over the years, I have executed many projects like yours, and I clearly understand the ins and outs of this field. Besides, I never apply for a job that doesn't match my skills.

If you give me this opportunity to work with you, I assure you that this project will be successful, and you will be incredibly pleased.

To get ranked by Google and be successful and get ranked by Google, you'll need to hire someone who has as much experience as possible. That's why I believe that I am your best option.

## 5. What Challenging Part of this Job Are You Most Experienced In?

**Ans:** Email newsletter design has two significant challenges.

First, you want your email to look pretty and work correctly across multiple email platforms and different devices.

People use mobile devices to access nearly 68% of all emails, but most conversations occur on desktops. Also, newsletters tend to contain many different content pieces, which can become cluttered and overwhelm your readers.

Therefore, you need your email to look great on every device and have a clean, crisp design and layout, which is the key to creating a great user experience (and improving your click-throughs).

Secondly, you want subscribers to read your emails and click your links.

Since newsletters link out to so many different pieces of content, you want to make sure your copy is spot-on and that your CTAs really stand out so you can maximise your click-through rate.

## 6. How Many Years of Experience Do You Have With Microsoft Excel?



I have 4+ years of experience working with Microsoft Excel.

Kindly have a look at my "How to" videos on YouTube - <http://bit.ly/ExcellIsland>, as my blog website is currently under maintenance.

## Chapter 4

### 10 Proposals that Got My Students Gigs



So, you have read this ebook up to this point, but you still doubt if you can write winning proposals and get gigs?

Don't worry. You are not alone!

Just like you, these students of mine had doubts about their abilities, but they were able to write winning proposals and got gigs worth over \$500,000+ collectively and still counting.

They followed the instructions I gave in my mentorship classes and e-books.

If you have fulfilled all these conditions, then you are on the right path to creating your own winning proposals.

Here are 10 incredible proposals that my students wrote, which got them gigs immediately.

## Sample 1

Hi Mr Tal,

I must say I am impressed with how you explained your idea of transitioning into marketing with audio from the traditional text and video. Kudos to you.

I have taken my time to read through the job post, and I can say I am very interested in this job as I see it as an opportunity to learn, earn and most importantly, help a client achieve set goals.

To your questions;

1. **What do you think about all of the above?** I am sure it's a good idea as I can personally relate to what you're trying to build, especially the part where you mentioned "allowing people to listen while on the go instead of reading."
2. **Which vertical would be more relevant for that?** I would love you to explain what you mean by verticals in this context so I can answer properly.
3. **What's your experience in lead gen?** I conducted lead generation exercises for different clients on this platform, and they have testified to the quality of my job.

Here is a review from one of the clients I have worked with "Great experience, Rotimi tackled a difficult lead collection process with enthusiasm, asked great questions, and delivered a solid queue of leads that we were able to reach easily at the contact points he provided. Will hire again".

Here is also a link to my profile so you can personally access what clients have said about my lead generation skills. <https://www.upwork.com/yourlink>.

4. **What's your approach? How would you get new leads?** Since you have specified you need leads that are marketing managers, content professionals, or agencies, I will be using LinkedIn Sales Navigator to generate the leads. However, I am still looking forward to discussing more on the project with you so that I can determine the best way(s) to get you quality leads.
5. **What model do you offer? (We are looking for a result-based model rather than hourly):** I believe once we discuss more on the project, its deliverables, and the time frame, we can then move on to the result-based model.

I am really looking forward to hearing from you. Please FEEL FREE to reach out to me via Upwork messenger, so we can discuss extensively on the project and get it started.

Regards,  
Rotimi Olatunji.



## Sample 2

Dear Chip,

I have taken my time to read and understand your job post, and I am ready to help you complete your project.

I have conducted online research to get a list of the top 500 private companies based in Poland and <https://www.value.today/articles> provided a list.

Here is a step-by-step process on how I plan to complete the list of entrepreneurs that met your stated criteria:

1. Pick each company from the list to visit its website.
2. Visit the team/leadership page to get details such as the owner's first name or last name.
3. Manually check the website for other details such as company location, size, industry, etc.
4. Use LinkedIn to search for owners in a case where the details are not available on the company's website.
5. Use Kendo's email scraping tool to get emails and phone numbers (if available) of the owners directly from LinkedIn.
6. Verify the emails with NeverBounce to avoid bounce backs.
7. Gather other deliverables from the company's page on LinkedIn.
8. Clean the data and present it in a spreadsheet.

I am very confident I can deliver on this job as I have completed similar projects to yours on this platform.

Here is a link to a spreadsheet containing samples from a past project <https://docs.google.com/spreadsheets/yourdocument>.

I am looking forward to hearing from you so that we can discuss some specifics about your project. I am available for an interview, and you can easily reach out to me via Upwork messenger.

Kind wishes,  
Rotimi.

## Sample 3

Hi Cameron,

Your job posting for a guest post writer caught my attention, and I'm very interested in working with you. It will be my pleasure to contribute to the high-quality content you are delivering already on ygeld.com. Great job! Let me tell you about myself.

I am an experienced Crypto Writer with a first-hand trading experience of how it works. I have lots of published articles to prove that. My main goal as a writer is to help your audience navigate the crypto space with well-researched and easy-to-understand guides, articles, and reviews.

When it comes to cryptocurrency, I believe in thinking long-term. No shortcuts or fluffs because crypto is here to stay.

I am personally invested in Blockchain technology and Cryptocurrency/Defi because I know it has a lot to offer that we are yet to explore. It needs writers who have a clear understanding of how it works.

All my contents are well-written, informative, and interesting to read (even a grandma can easily grasp what it means).

I can write basic guides for beginners as well as in-depth and advanced guides for crypto tech geeks. I also write extensive reviews and news about crypto companies, their services, and other products.

What I possess:

1. Fluent English skills.
2. Writing experience in the crypto space.
3. A clear understanding of DeFi and Blockchain.
4. Diligence, perception, and excellent communication skills.
5. Passion for crypto to deliver an outstanding job.

You can check out some of my posts on Medium here:

7 Best Cryptocurrencies You Should Buy In 2020

<https://medium.com/@Josholad/7-best-cryptocurrencies-you-should-buy-in-2020>

Cryptocurrency Wallets (Pros & Cons)

<https://medium.com/@Josholad/cryptocurrency-wallets-pros-cons>

7 Basic Cryptocurrency Facts You Should Know

<https://medium.com/@Josholad/7-basic-cryptocurrency-facts-you-should-know>

Here are also some of my samples in Google Docs:

What is Everyone in Crypto saying about DeFi?

<https://docs.google.com/document/yourdocument>

Coinbase Pro Review

<https://drive.google.com/file/yourdocument>

Let me give you the best quality content your audience deserves. I'll be expecting your response. I will love to hear all about the guides, reviews, or articles you might want me to write.

Thanks in advance for a favourable response.

Regards,

Kay.

## Sample 4

Hello Rob,

I am a data labelling specialist with experience in data labelling and classification.

In my previous role as a data labeller, I did a project similar to this, which had to do with product instance labelling, product categorisation, and classification. I gave rapt attention to details and followed instructions closely, and would ask questions when unclear. I can use the Google search engine to find product information and have a bit of understanding of e-commerce.

I am also available for web meetings on Zoom and available to work for 10+ hours weekly.

I am a good fit for this job, and I look forward to working with Flow's product classification team. Just click the invite button, and let's get started on this job.

Warm regards,  
Anonymous.

## Sample 5

Hello,

I am a data annotation specialist with experience in sentiment analysis, text annotations, instance segmentation, classifying, categorizing, and reviewing texts. I have used tools such as bounding box and highlighting tools to annotate, categorize, classify and review text on Labelbox and a client's customized platform.

I follow instructions and set guidelines for annotating. In my last place of work, I led the team in annotating and ensuring that we followed all instructions. Attached to this cover letter are few samples of past text annotation work.

I will be a good fit for this job. Please send an invite, and let's get your project started.

Warm regards,  
Motunrayo.

## Sample 6

Hi Sanchez,

I am very excited to see your project!

If I could spend the entire day repurposing blog posts into captions, I will!

Your project is definitely in line with the role I currently play as a writer and marketer for a digital marketing agency where I have written articles for multiple brands from a professional marketing perspective, repurposing them into engaging, educating, and entertaining captions.

Here is a link to one of my articles on digital marketing;

<https://medium.com/spurstack/7-soft-skills-every-social-media-manager-must-have>

Here's the repurposed content;

<https://docs.google.com/document/d/1MwsOAY7ZYHwzCZ7-VGHHdz4RxwyMpNQ3v4kkKaudpY0/edit>

Here are other social media captions I have created;

<https://docs.google.com/yourdocument>

<https://docs.google.com/yourdocument>

Your time and business are indeed very precious to you, which is why I deliver results within the expected deadline. With my subscription to premium tools like Grammarly premium, my content is always free from grammatical errors and plagiarism.

You don't just want a great writer; you also need a wonderful buddy to work with. Well, I am your girl!

I am aware my profile doesn't suit most of your criteria, but I will be very excited to give you the professional services you desire if given this opportunity.

Please reply to this message and let me know when it would be a good time to connect this week.

Kind regards,  
Victory.



## Sample 7

Hello,

I studied Demography & Social Statistics in my first degree, Medical Statistics, at post-graduate college. I will be glad to work with you on your project. I possess over five years of experience in data analysis. I can perform descriptive and inferential statistics.

You want the best insight, facts, and statistics out of your data, then hire me right away.

I can also visualize your data to make the figures more representative, giving your users a visual insight right away.

Why should you hire me?

1. I go beyond the ordinary to check for the reliability of your data. I run factor analysis such as descriptive/summary statistics to have a feel of the data, correlational matrix, factor analysis (principal component analysis), VIF, etc., before I run proper analysis to detect outliers, multicollinearity, and any abnormality in the data set.
2. I can confidently guide you on which statistical technique is best for your data.
3. I can perform bivariate analysis (correlation, regression, chi-square, t-test, etc.) and multivariate analysis, including multiple regression, logistic regression, Relative importance index, cluster analysis, multi-dimensional scaling, MANOVA/ANCOVA, Multiple Discriminant Analysis, Conjoint Analysis, etc.)
4. I am ready and willing to work with your budget.

Sounds interesting? Hit the invite button as we discuss more on the project. I will be waiting.

Regards, Simeon.

## Sample 8

Hello Mathias,

Writing "How to" contents on Excel is my passion, and that's what I do every week.

I will be delighted to write your eBook with screenshots to guide your reader, and I look forward to giving you 100% satisfaction.

I am a great fit for this role because, as a certified LinkedIn data analyst, I have undergone the required training to get the best out of Excel Office 365 to create value for you.

With 4+ years of experience analysing, modelling, and interpreting data, working on real-life projects and case studies, I have access to over 30+ data sets to use for your ebook and the skill set required to deliver and ensure your satisfaction on this project.

What questions do you have for me? Please feel free to contact me if you have any questions from 8 AM your local time if you are available, or we can agree upon a schedule. Thanks for reading my proposal.

I look forward to your "INVITE."

Best regards,

Abatan Sherifdeen.

## Sample 9

Hello Zhara,

Congratulations on the completion of your e-book. Many people dream of authoring their own book but only a few are able to achieve this dream. You have done well.

I understand you need a proofreader to help you edit the e-book within the fastest time possible. If this describes what you want to do then, I'm your go-to person.

The e-book needs to be free of fluffs, punctuation errors, and have the right use of grammar. Also, most writers tend to downplay the importance of a user-friendly interface for phones and PC. But I'm sure you are different.

I'll ensure your e-book is concise, powerful, and a delight to your readers.

Feel free to reach out to me NOW.

Oluwadara

P.S: The job will be done within 48 hours of approval.

## Sample 10

Hello.

I am Fiyin Ebemidayo, a vast and top-rated writer, who has the skills and expertise to work for your company.

I am the best you would ever come across and I make all my submissions promptly, with free charges to all corrections required (if any).

All content submitted would be free from plagiarism as I have a Copyscape account, free from Grammatical errors as I am a native speaker and also use Grammarly, I ensure premium readability so readers irrespective of ages would benefit.

I have an SEMRush account for SEO optimization and keyword generation.

When new things are required I catch up on time and provide the best. Also, I am a workhorse and could take loads of contents without compromise as this is my full-time work.

I am available for long term work and would like to discuss with you further.

Thank you

Fiyin

## Conclusion



There you have it, 20 sample proposals for you to learn from and also use as templates and 10 proposals that got my students gigs worth \$500,000+ and counting

Most successful freelancers I know don't spend so much time writing cover letters (proposals) or answering the screening questions mentioned above because they already know the rules to follow when writing a rock solid proposal.

When you compare the QUALITY of their proposals, the difference is clear.

They always ensure that their proposals are clear and concise, specifically addressing the client's pain point or the focus of the specific project.

### **You can do it too!**

Once you have fully absorbed this e-book's content, you can have your proposal ready for your client in minutes.

However, you should be careful here!

**Spending less time crafting your proposals is not a reason to send the same proposals to all your clients.**

When you submit a proposal from a copy and paste template, trust me, a client will spot it immediately, and just like that, the client will delete your entire proposal.

So, ensure you're creating a new proposal specific for every job you apply for.. You can tweak some of the samples shared above, use them as templates but always ensure you tailor them to the job you are applying for.

Finally, my dear freelancers, **GET TO WORK!**

My e-book, "Freelancing Guide," also has insightful information about proposal writing and other tips to become a high earning freelancer..

I'm sure combining the information from there and the ones here will help you craft out the perfect proposals any client has ever received.

The time to wow that client with your beautifully crafted proposal and start earning in dollars is NOW!

See you at the "dollar" side!

Cheers.

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14. Fiyin
15. Oluwadara