

Proposals that Sell

Top Rated Workshop Series

Agenda

- Benefits of a great Proposal
- Proposal deep dive
- Sample Proposals
- Key takeaways



Benefits of a great Proposal

Benefits of submitting great Proposals

- Stand out from other freelancers
- Improve your success rate at getting hired
- Raise your rate faster
- Spend less Connects
- Save time

Proposal deep dive

Make it an extension of your profile

- Expand on your skills and experience, don't simply repeat them
 - Use your Proposal to describe additional details and skills
- A Proposal gives you the freedom to add more detail and show off your communication skills
 - No bullet points—use the Proposal to expand upon your past work
 - Show your ability to communicate effectively in English
- Don't ask what the hiring manager can do for you, but what you can do for the hiring manager
 - What clients really want to know is what you're going to bring to the project

Jun 20 (2 days ago) ☆

I am maha from Pakistan I want to start my job from today how can I start my job and get my money 😞



Job Description

I have two websites I need help to update and support for additional content and blog posts. One site was built on WordPress and the other on Wix. I need to add some links, another tab, add some information in another language, update some content, social media posts, and do some blogging.

Ideally I prefer an agency that has team members that can do the various pieces of everything that needs to be accomplished or as much of it as possible.

Cover Letter

Dear sir,
I am really interested

Thanks

What past project or job have you had that is most like this one and why?

Not now

What questions do you have about the project?

Not now

Think “custom”, not cookie cutter

- Establish a framework (not a template) for the information that matters
 - Intro
 - Your understanding of the job and objectives
 - Your approach to THIS type of project
 - Your experience managing similar jobs
- Stock Proposals get passed over
- Explain exactly why you are applying for THIS job
- Show energy and enthusiasm for getting started

Hi There,

I have read about your project requirements and I can do it within your time limit.
I am really serious about this project and I will appreciate you To hire me for this project.
I am sincere, efficient, reliable and always responsible person.
Commitment is most important for me. Reply me as soon as possible and I will give you prompt response. I can do it quickly. I will appreciate you to respond me as soon as possible. I will be thankful to you to respond me as soon as possible.

If you need to discuss first!
For more discuss feel free to contact with me on.

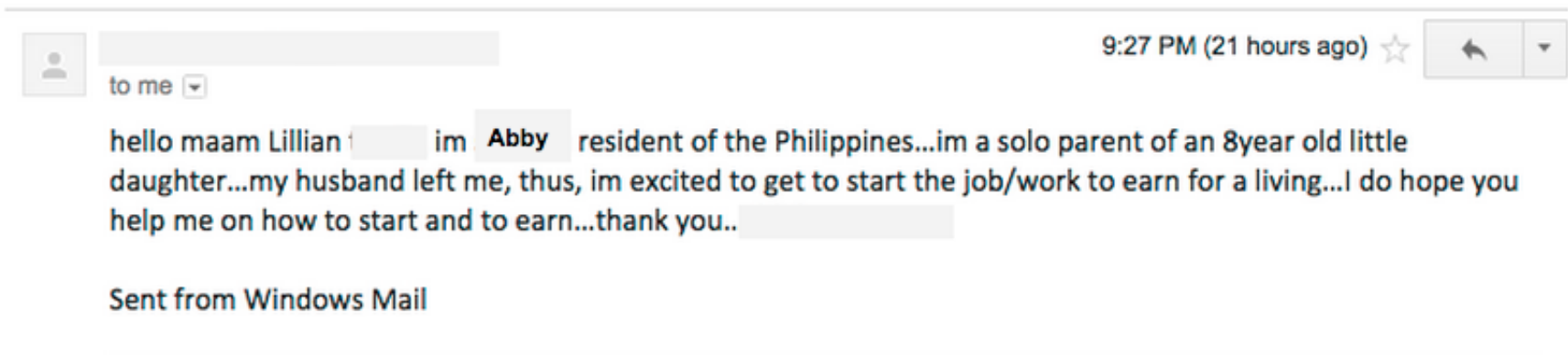
What past project or job have you had that is most like this one and why?

Some my samples

<http://www.ayoomoment.com/>
<http://riverplantatic.com/>
<http://pbcdha.com/>
<http://iukf.net/>
<http://athomekarate.com/>
<http://moundoraka.com/>
google page speed
<http://uechi-ryu.com/>
google page speed
<http://fa-upvc.com/>
<http://quadernino.net/>
(it was hacked and
<http://www.planetradio.com/>
(I work on menu ba
<http://www.paintball.com/>
<http://www.nonsolc.com/>
<http://paraspnp.com/>
video integration
<http://test.paraspnp.com/>

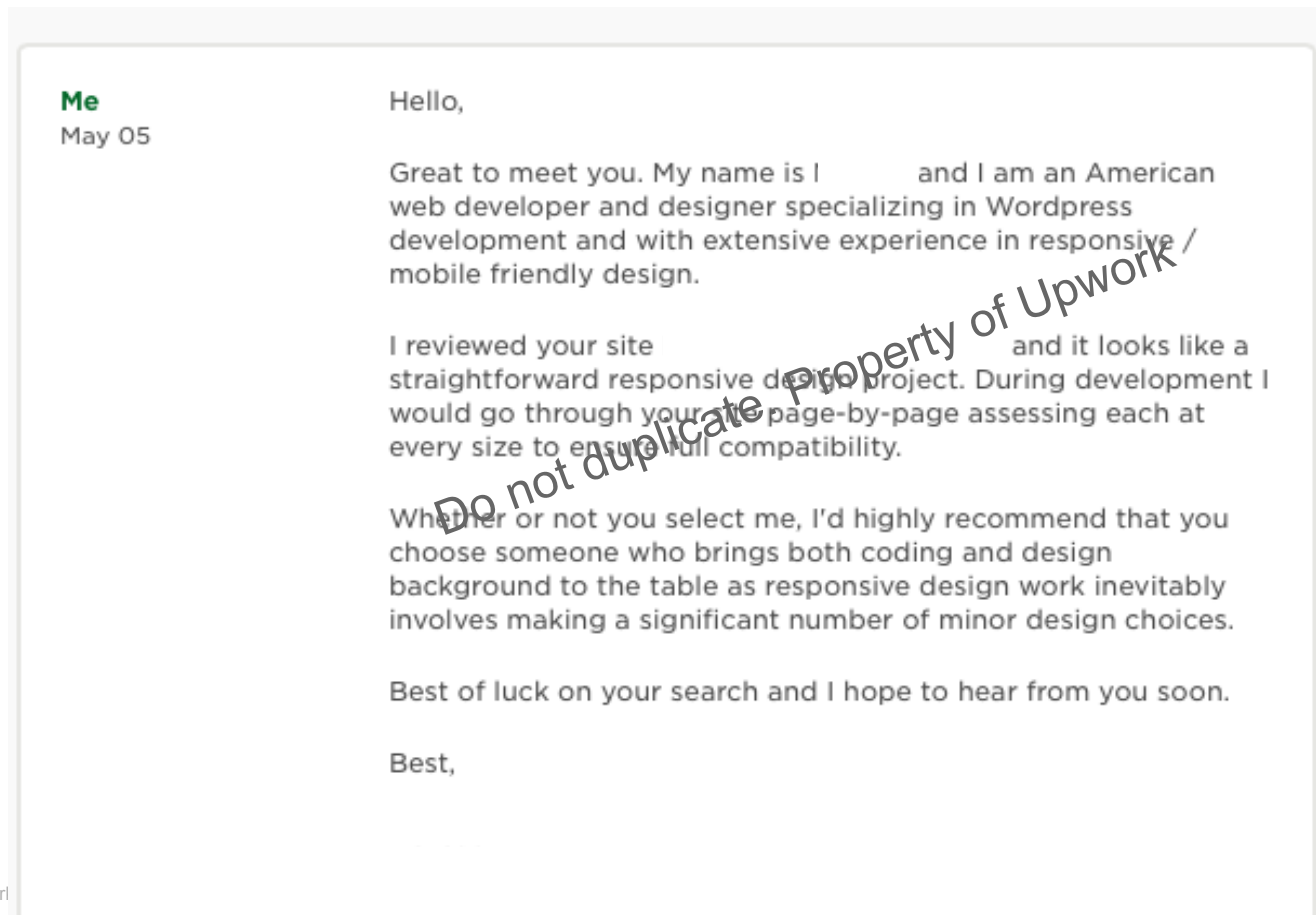
Tell a story with your work history

- Highlight how your experience, responsibilities and achievements have grown over time
 - Offer numbers and metrics to illustrate the impact of your work
- Focus on your skills
 - Choose three core skills that you want to focus on
- Share examples
 - Identify assignments or responsibilities that illustrate your expertise
- Display your background and experience on Upwork
 - Point out past jobs you have completed on Upwork



Offer some guidance

- Don't be afraid of to give clients some guidance
- Showcasing your knowledge will help “hook” clients
- Put yourself in the mindset of the client; what would they want to hear?



Let others do the talking

- If you have great feedback from past clients, use it!
- Drive clients back to your Upwork Portfolio by naming past jobs
- Point to your other endorsements channels to showcase feedback

Dear Hiring Manager,

Please accept my proposal for the job of Mobile App UX Design and Back-end Development for Android and iPhone. I have a BA in Engineering and International Business.

3+ years working on Upwork has given me a understanding of how to engage with clients, and use the platform to great success. I have worked with over 50 clients on 75 different contacts, 25 of these contacts required my to preform backend development for both iOS and Android apps.

I see that you are looking for a freelancer to fix a few bugs, and update your landing page. You can see on my Upwork profile that I have fixed countless bugs for all kinds of mobile apps. But feel free to review the feedback from Jobs like:

1. Bug Fix for gaming app
 2. Hello My App just crashed, need a freelancer now
- or

My LinkedIn profile which has many endorsements
www.linkedin.com/in/team_upwork

I
You can check out my portfolio, to see my other designs, or follow these links:

Thank you,

Establish a rapport and open the door

- Don't be overly formal
- Sound approachable, but professional
- Avoid colloquialisms or jargon

"Hello Sir/ Ma'am"

Thank you for posting a job

"Dear Hiring Manager" *Negative employee retention*

Hello my name is

"In response to your job posting"

I'm excited to learn more

Best regards

I'd highly recommend

"To whom it may concern"

Yours faithfully

Best regards

I understand firsthand

BTW

I need the money

"Dear Hiring Professional"

"Hello/ Hi Company Name "

God Bless

Thank you very much for the chance to apply

"Sup Bro"

"Dear Name of Recruiter"

FFE

"I want job"

Dynamic Load

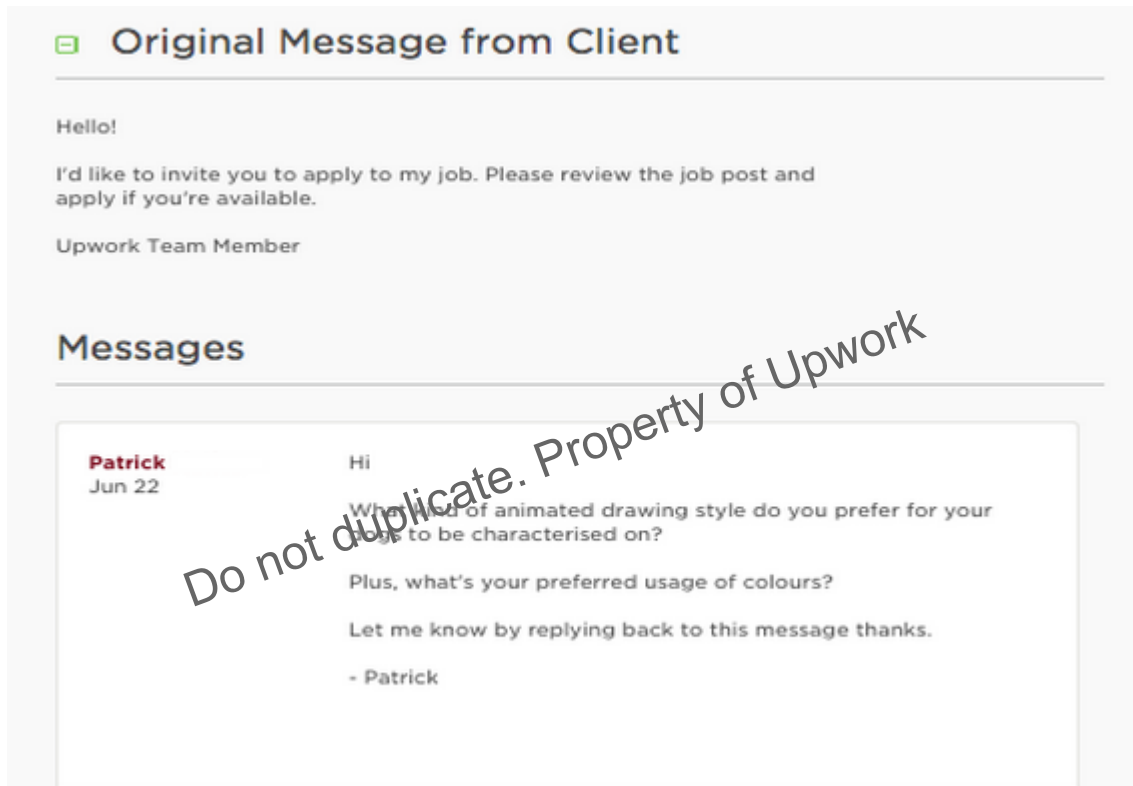
I value communication

I specialize in

Review my profile

Get the conversation going

- Your Proposal/Invitation reply is a way of beginning the conversation
- Ask questions if something is missing or unclear
- Start the negotiation on budget
- Ask for an interview



Get the conversation going

- Your Proposal/Invitation reply is a way of beginning the conversation
- Ask questions if something is missing or unclear
- Start the negotiation on budget
- Ask for an interview

Messages

Floati
4:20 am

Hi,

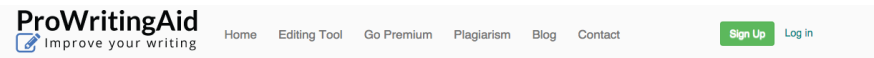
Thanks for the invitation to interview. You can see some of my work on my site [Take a look at Big Animals](#) where I did a whole series of animated ebooks. Your budget however is way too low for a quality illustrator that is living in a western country. If you can increase your budget then I would love to do this for you.

Thanks,

Dawn :)

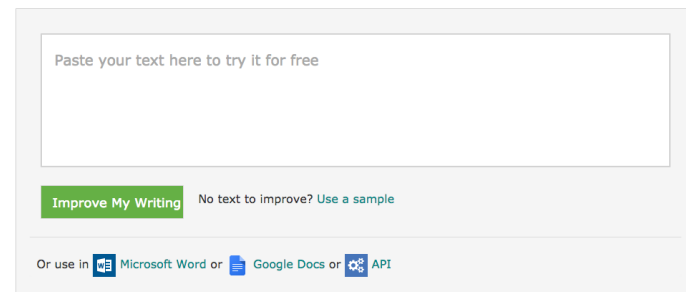
Submit and learn

- Use spell-check on every Proposal
- Use online tools and writing apps
- Have a friend or colleague review your Proposals
- Try different approaches based on feedback (or lack of) from clients



Because your words matter

*Our software helps turn your good writing into great writing.
Improve readability and eliminate errors.*



Proposal examples

Hello there!

My name is [redacted] I'm a science and psychology writer/editor here on Upwork and Elance. Your call for a writer for a journaling e-book sounds like a great fit for my skills, and I'd love the chance to prove my capabilities.

A bit about me: I'm a double-major English and Psychology graduate with 6+ years academic writing and research experience. For nearly a year, I've successfully freelanced on Upwork. In that time, I've taken on many non-fiction writing assignments related to my fields. I've written articles on ateh psychology/science of anxiety, online dating, child abuse, and confidence, and copyedited two 50K + word psychology books (one on business psychology, the other a self-help book). I am very familiar with finding current academic sources online and use many academic search engines and directories to find quality information.

In this time, I've also learned the value of upfront and timely communication with clients. I send regular updates and drafts and will bring possible problems to your attention in a timely manner. (Please review my Upwork profile for testimonials, past projects, and test scores to verify.)

I've joined Upwork specifically to look for long-term psychology writing work, and this project would be a tremendous opportunity. I've attached several of my writing projects from the past year for your review, but can provide more if you'd like. Please feel free to visit my professional website as well for a full CV/Resume and further writing samples:

[redacted]

Thank you very much for the chance to apply for this position today. If you'd like to discuss my credentials or experience further, please contact me at your earliest convenience. I hope to hear from you soon!

Best regards,

[redacted]



Hab

l.docx (23.65k)

What questions do you have about the project?

I do have several questions:

1. Is this a writing only job, or would I also need to know how to format/publish e-books? If the former I'm onboard; if the latter, I don't have those skills.
2. I see the completion date is set for June 17th. Is there any way to extend the due date to a full month? How quick would you need the turnaround?
3. What would be some future opportunities and topics? Would you consider someone who works hourly or on a per-project basis?

Which of the required job skills do you feel you are strongest at?

I feel that my research and writing skills are both versatile and up-to-par. I always strive to find reputable sources for my own personal writing, and extend that requirement to all of my projects. It may take me just a while to find the right "tone" for a piece, but I'm very open to editorial feedback and can adjust appropriately.

Why do you think you are a good fit for this particular project?

My background, interests, and experience are all pointing me as a good fit for this job. Plus, I'm very interested in how writing affects the brain and would love to research this more.

What past project or job have you had that is most like this one and why?

I'm currently finishing up a 6-article job on Elance, Together, the articles totaled around 17,000k words and were all interrelated (confidence research). As soon as they are complete, I can send you the link/a copy of one of them for your review. Please also follow these links to read some of my previous article work:

<http://home.program/>

<http://keepkids>

Messages

Me

May 05

Hello,

I was invited to review your project, and after taking a closer look at your website, I can see what the changes you need are.

I would love to know more about your vision for the new design, do you a sketch or an idea of what you want? Sometimes taking a looking at other websites, particularly your main competitors, can help you get an idea of what your design could look like or where it should improve, so if you have any links you'd like to share, feel free to do so.

Have you considered going for a commercial Wordpress theme? You can find many at

[http://t\[redacted\].category?](http://t[redacted].category?category=wordpress)

[category=wordpress](http://t[redacted].category?category=wordpress). You can find all kinds of themes over there, even some that are specifically meant to be used on websites for your type of business (examples are

[http://clear\[redacted\].com/](http://clear[redacted].com/) and

[http://demo.themurify/](http://demo.themurify.com/)). You can always customize this themes to fit the design you want, or if you want something completely different/brand new, we can always do that as well.

I hope to hear back from you and your ideas for the website.

Best regards,

[redacted]

Your current profile rate is \$90.00/hr.

Cover Letter

Dear Hiring Manager,

Please accept my proposal for the job of Mobile App UX Design and Backend Development for Android and iPhone. I have a BA in Engineering and International Business.

3+ years working on Upwork has given me a understanding of how to engage with clients, and use the platform to great success. I have worked with over 50 clients on 75 different contracts, 25 of these contracts required my to preform backend development for both iOS and Android apps.

I see that you are looking for a freelancer to fix a few bugs, and update your landing page. You can see in my Upwork profile that I have fixed countless bugs for all kinds of mobile apps. But feel free to review the feedback from Job Title

1. Bug Fix iOS game app
2. HELPL My App just crashed, need a freelancer now

I would be happy to interview for this job, but to give you a better understand of my qualifications, I would like to share with you a few ideas and next steps.

1. Kick-off meeting to discuss scope of project, deadlines, and budget
2. Contract begins/ milestone outline
3. First milestone (10% of budget) delivered my me, for client review.
4. Checkin to make sure style functionality is to client liking
5. Second milestones: (10% of budget) review of backend bugs/ fixing them
6. Client tests bugs

You can check out my portfolio, to see my other designs, or follow these links:

Thank you,

3598 characters left

Introduce yourself, highlight your skills and experience, and tell the client exactly why they should hire you.

This is your big chance to show that you've read the job description, understand the project, and are qualified for the job.

Attachment (optional)

[Choose File](#) No file chosen

File size should be less than 5MB. Include work samples or other documents to support your application. Do not attach your résumé — your Upwork profile is automatically forwarded to the client with your application.

Apply to this Job

Cancel

Key takeaways

Key takeaways

- Expand upon your Upwork Profile
- Customize every Proposal
- Tell a story with your work history
- Leverage references to confirm your credibility
- Be professional and friendly
- Proofread and evolve

Thanks