

14 NICHE'S INCLUDED!

1. **VIRTUAL ASSISTANT**
2. **COPYWRITING**
3. **SEO SPECIALIST**
4. **GRAPHIC DESIGNING**
5. **DIGITAL MARKETING**
6. **SOCIAL MEDIA MARKETING**
7. **WEB DESIGNING**
8. **WEB DEVELOPMENT**
9. **E-COMMERCE**
10. **AMAZON VA**
11. **SHOPIFY DESIGN & DEV**
12. **BANNER/E-BOOK/LOGO
DESIGN**
13. **E-MAIL MARKETING**

14. ARTICLE/BLOG/CONTENT WRITING FAQ'S

Q: CAN I USE THESE TEMPLATES? COPY-PASTE?

A: YES, YOU CAN COPY-PASTE BUT MAKE SURE TO CUSTOMIZE IT ACCORDING TO THE JOB REQUIREMENTS.

Q: HOW MANY NICHE'S ARE THERE?

A: 14 DIFFERENT NICHE'S HAS BEEN ADDED ALREADY. 14 NICHE'S FULL FLEDGED PROPOSALS ARE INCLUDED.

Q: WHAT ARE HOOKS & CLOSINGS?

A: HOOKS- THE STARTING PART OF PROPOSAL.
CLOSINGS- THE ENDING PART OF PROPOSAL.

Q: HOW TO CUSTOMISE THESE PROPOSALS? A: USE ANY CATCHY HOOK OUT OF 20 THEN WRITE DOWN PROPOSAL AND THEN PICK OUT THE BEST CLOSING.

UPWORK PROPOSALS HOOKS

UPWORK PROPOSAL HOOK 1:

Hi “**Clients Name**”! Your job post caught my eye and it sparked couple of questions/ideas in my mind.

“Ask Question 1”

“Ask Question 2”

UPWORK PROPOSAL HOOK 2:

Hey “**Clients Name**”! I understood your project and I would like to learn more about your project and share my approach. Do you have time for a quick-call? I’d also like to show you some of previous samples.

UPWORK PROPOSAL HOOK 3: (FOR COMPLETE BEGINNER)

Greetings “**Clients Name**”! I just read your job posting and I’d like to make an offer. I’m pretty new to UpWork and looking to land new clients. I am more than happy to give you 10% discount on my services for the first two orders. You can check my previous work in the portfolio section.

UPWORK PROPOSAL HOOK 4:

Hey “**Clients Name**”! I couldn’t resist to apply on your job posting because I did a similar project for another client recently.

Here’s the link, “Mention Link”.

UPWORK PROPOSAL HOOK 5:

Hey “**Clients Name**”! Congratulations on starting your business/new website/new store. I can help you increase your business sales/views/visitors with my proven marketing strategies. Here’s some results from the past clients, “LINK”.

UPWORK PROPOSAL HOOK 6:

Hey “**Clients Name**”! THIS IS NOT A COPY-PASTE TEMPLATE!! Yes, this is generic. I read your job post and understood it completely. I see you are looking for “ABC”, and I would love to work with you.

UPWORK PROPOSAL HOOK 7:

Hey “**Clients Name**”! I see that you are looking for “ABC”. I know how important this “XYZ” is for you. I can finish this project for you in few hours. I understand you need it done ASAP and I’ll give my full attention to it.

UPWORK PROPOSAL HOOK 8:

Hey “**Clients Name**”! Did you find what you were looking for? Can I help?

UPWORK PROPOSAL HOOK 9:

Hey “**Clients Name**”! Would you like me to save your 10 hours a week and double your revenue? Yes, you heard it right. I am here to help you take some load off of you.

UPWORK PROPOSAL HOOK 10:

Hey “**Clients Name**”! If you want low quality work at cheap rates, skip this proposal.

If you are reading, I know you are looking for quality work. So, “start proposal”.

UPWORK PROPOSAL HOOK 11:

Hi “**Clients Name**”! Wow. I have to say, this job post really stuck out to me – I’m a perfect fit for this project.

UPWORK PROPOSAL HOOK 12:

Hey “**Clients Name**”! I understood your project and I would like to learn more about your project and share my approach. While I’m new to Upwork, I am a veteran in the graphic design industry with almost 3+ years of experience.

UPWORK PROPOSAL HOOK 13:

Greetings “**Clients Name**”! Can I make your life 20% easier? If you're struggling with [common pain point], you're not alone.

UPWORK PROPOSAL HOOK 14:

Hey “**Clients Name**”! I have an idea to address [pain point/issue]. I have a few ideas on how you can leverage for your business.

Address a pain-point or an issue.

UPWORK PROPOSAL HOOK 15:

Hey “**Clients Name**”! Can you help me understand more about your project? I would love to check out your website or other platforms to learn better about the work.

UPWORK PROPOSAL HOOK 16:

Hey “**Clients Name**”! A SURPRISE GIFT for you. [Unwrap]

I am giving 20% off discount on my services in return of absolutely nothing. You wouldn’t miss it, right? Obviously without compromising on work quality.

UPWORK PROPOSAL HOOK 17:

Hey “**Clients Name**”! I have the ability to make your life 10X simpler.” Use this line when you are sure you can do a very good job. It is way too catchy.

UPWORK PROPOSAL HOOK 18:

Hey “**Clients Name**”! Let me take the load off of you while you can rest and see your business grow. I’m here to make your life easier.

UPWORK PROPOSAL HOOK 19:

Hey “**Clients Name**”! X ways I can help you with [issue they might have]. First steps to improving your [issue you're helping with].

UPWORK PROPOSAL HOOK 20:

Hey “**Clients Name**”! “Ugh, not another proposal!”

UPWORK PROPOSALS CLOSING

UPWORK PROPOSAL CLOSING 1:

P:S: Do you have time on your calendar to discuss? Let’s hop on a quick call later whenever you are comfortable.

Best,

Name

UPWORK PROPOSAL CLOSING 2:

P:S: Have you given any additional thought to the project? Let’s discuss it in detail. A call would help.

Best,

Name

UPWORK PROPOSAL CLOSING 3:

P:S: Let me know what makes sense as a next step, if any. I’ll be waiting for your response.

Best,

Name

UPWORK PROPOSAL CLOSING 4:

P:S: I would like to hear your approach and ideas towards this project.
Let's get on a call. Can you do _:_?

Best,

Name

UPWORK PROPOSAL CLOSING 5:

P:S: Do you have any more questions I can clear up? Let me know and I would love to answer.

Best,

Name!

UPWORK PROPOSAL CLOSING 6:

P:S: Let me know if I have left any question unanswered? Your project is my top priority if you are willing to work with me.

Best,

Name

UPWORK PROPOSAL CLOSING 7:

P:S: Would you be interested in checking out the similar project I did for a client recently?

Best,

Name!

UPWORK PROPOSAL CLOSING 8:

P:S: When is the best time for you to setup a quick chat to discuss your project?

Best,

Name!

UPWORK PROPOSAL CLOSING 9:

P:S: Go ahead and shoot me a quick message here on Upwork so we can chat a bit more about yourself and the project.

Best,

Name!

UPWORK PROPOSAL CLOSING 10:

P:S: I'm also happy to answer any questions you might have about me and my services. I'll be at my computer for the rest of the day.

Best,

Name!

UPWORK PROPOSALS

1. VIRTUAL ASSISTANT

Hi 'Clients Name'!

I read your job posting really well.

I see you're looking for a VA to take some stress/load off of you. I can start working right away.

Potential hours i can work in a day: 4-8hours/week

As a VA, I'd love to handle your Shopify or Amazon account, and my services are based on product hunting/sourcing/listing optimization.

You will be getting time to time updates on the work, and I'll make sure to handle everything with top priority.

P:S:

Let's hop on a quick call to discuss more. Can you do __:_ tomorrow?

Waiting for your response.

Best,
Name!

2. SEO SPECIALIST

"Client's Name", Hi! While viewing your job details, it really jumped out at me. Congrats on starting your new blogging website. A huge success.

SEO is free money, right?

And you know what? You could be killing out my services fee in just a couple of month by ranking higher on search engine.

It is really wise of you to start consulting with an SEO specialist right away. It will help YOUR website ranking higher in less time than expected.

P:S:

Let's schedule a call to discuss more. If you have any questions, hit me up.

Best,
Name!

3. COPYWRITING

Ninja, Hi!

With my copy, your viewers will turn into buyers! Your job posting caught my eye when i read that you are looking for a copywriter.

I may not seem to be the perfect candidate but I'm very close to it.

You need SALES not words, right? If that so, I'd love to bring you more sales by writing some great copy for your website.

With my copy, your viewers will turn into buyers!

I offer quality work with perfect grammar and zero plagiarism.

No, I don't use A.I tools. Pun intended!

P:S:

Need to discuss it in details? Hop on a quick call anytime later.

Best,
Name!

4. GRAPHIC DESIGNING

Ninja, Hey! YOU NEED APPEALING VISUALS? VISUALS that will stay in your customers' mind forever? Well, you hit the bull's eye.

Here's the link to my previous work,

" Link"

I'd love to talk with you and i have some questions triggering in my mind that I'd love to ask about:

Branding
Color palette
Your logo/website design concept

P:S:

Let's hop on a quick 10-minutes call.

Waiting, Name!

5. DIGITAL MARKETETING/SOCIAL MEDIA MARKETING

Ninja, Hi! I just read you're looking for a digital marketer/social media marketer.

I'll put your business in-front of many with focused targeting that will turn viewers into buyers.

I'd like to ask few questions before anything:

Q: What are your desired results for the next 1 month?

Q: Who are you competing with?

Q: Ad spend budget?

After answering these question, i'll get to a clue which package of mine suits for you the best.

P:S:

Let's hop on a call if you want to take your business to the next level.

Best,
Name!

6. E-book/Banner/Cover Design

Hey Nina!

I have to say, this job post really stuck out to me – I'm a perfect fit for this project.

I'm a regular consumer of these types of products. And e-book design happens to be my forte.

I'm curious, what brought you to Upwork?

A bit about me ...

I'm a designer with nearly 3 years of professional experience.

I pride myself on my ability to offer rapid turnarounds and quality products to my clients. And I would like to do the same for you.

I am attaching a multi-page portfolio to this proposal. You can view additional work samples on at "Link"

Go ahead and shoot me a quick message here on Upwork so we can chat a bit more about yourself and the project.

PS: How did you guys come up with the title of the book? It's quite clever.

7. Article/Blog/Content Writing

"Thank goodness for 'Your name'- he writes my blogs perfectly and on time- every single time"

That's just one piece of feedback from my previous client- checkout my portfolio to get thrilled with my work. "Link"!

I have a few questions about your project and want to be sure we are on the same page.

Do you have time for a quick kick-off call? I'd love to learn more about the project and share my approach.

P:S: I just loved your websites' look. It's amazing.

Best,
"Name"

8. E-mail Marketing

Hi Mark!

Your job posting caught my eye. As an e-mail expert from 3+ years, i'd advise you on everything from the content to the overall strategy.

Using a great strategy and high-converting emails, i can turn your prospects into high-paying customers.

Are you up for a quick call to discuss this project further?

P:S: I'll be free the rest of the day.

Best,
"Name"

9. Social Media Marketing

Aina, Hi! Do you just want followers or followers that turns into buyers?

If it's the latter, then i am surely going to help you with my expertise in social media marketing.

Your BRAND is awesome and i just cannot wait to promote it.

I'd love to market your brand via:

✦Instagram

✦Facebook

✦Twitter

I can manage and create wonderful/powerful posts with brilliant captions.

Let's hop on a call if you want more followers that turns into buyers.

P:S: I have a great strategy in my mind that I'd love to discuss with you.
Let's talk and grow your brand's online presence.

Best, "Name"

10. Web Development

Hi Kyle! I read every single part of your job details and understand you're searching for a web development expert to help you with launching your new website.

Over the past 2+ years, I've designed and developed successful Word press websites for many clients.

You will get a fully functional website with installed plugins and that too with a paid theme.

I have a few questions in my mind regarding themes, layout, and overall look.

Here's the link to the previous work i've done for my client, "Link".

Let's hop on a call to discuss this project further.

Best,
"Name"

11. Amazon VA/E-commerce VA/Drop-shipping

Michael, HIII! Congrats on starting your online business. Huge achievement.

As you've mentioned that YOU are looking for an e-commerce expert, i rushed to take this opportunity and increase your stores' revenue with my expertise.

My Expertise:

Product Hunting

Product Sourcing

Product Uploading

Ads Management

PPC

(Mention Amazon/shopify related skills)

What will you expect from me?

Full-time work commitment.

On-time delivery.

24/7 Availability.

Up for a quick call to discuss it a little more?

P:S: I'll be waiting for your reply if you want to increase your stores' revenue.

Best,
"Name"

12. Digital Marketing

John, Hi! Your job details jumped out at me. As an expert in digital marketing, i take great pride in helping clients increase traffic and revenue through Facebook/instagram/Google ads.

I was reviewing your social profiles and love what your company is doing. There are few other things you COULD do to take your brand strategy to next level and double your revenue.

You are also missing out on some tools to better target your audience based on time and date.

Do you have time to discuss this over call? Can you do _:_?

P:S: Would you like me to send you the report on my findings?

Best,
"Name"

13. Web Design

Nerdy, Hi!

Are you looking for a new way to generate more revenue through your website?

With a professionally designed online experience, you can take your online sales to the next level.

While your website has a lot going on- such as the mobile friendly design- there are steps you can take to improve its appearance and conversion potential.

Me and my only goal for you: to redesign your website as a means for helping you generate more revenue.

Let's hop on a quick call to discuss this project further.

P:S: Is this the time to redesign your website? The answer is, "maybe, yes"

Best,
"Name"

14. Shopify Development/Designing

Hon, H! Congrats on starting your new online store. Hope it would be a great success. (I'll help you make it successful)

As you're looking for a shopify developer/designer to help you through with the nitty-gritty stuff, i take pride in creating beautiful online stores' design and development to increase the revenue.

Here's the similar work i did for my past client, "Link".

I had a look at your profile and i'd advise you to:

- Change the brand colors.
- Add more visuals in the banner.
- The stores' copy and ads are a little off the base.

Well, don't worry. I'll help you fix it step-by-step. The turnaround time for whole project will be 6 days.

What about a call later to discuss more about the project?

I'm free this evening and tomorrow.

What does your calendar look like?

Best,
"Name"

15. General Template 1

Hina, Hi! I couldn't resist to apply on your job posting because i did a similar project for another client few days ago.

Here's the link, "Attach Link"

I see that you are looking for 'ABC' and i know important this project is for you.

I completely understood your project and i'd like to learn more about it and share my approach.

Let's jump on a call to discuss things further in details.

P:S: What does your calendar look like?

Best,
"Name"

16. General Template 2

Mark, Hi!

Wow. I have to say, this job post really stuck out to me – I'm a perfect fit for this project.

You would be thinking, "Why?"

Because i have 3+ years of relevant experience in "Your niche".

I have helped my clients generate X amount in X time with my "Your Skills"

While I'm new to Upwork, I am a veteran in the "your skill" industry with almost 3 years of experience.

Go ahead and shoot me a quick message here on Upwork so we can chat a bit more about yourself and the project.

P:S: I'm also happy to answer any questions you might have about me and my services. I'll be at my computer for the rest of the day.

Best,
"Name"

17. General Template 3

Neno, Hi! If you are looking for low quality work at cheap rates, stop reading this proposal.

If you're still reading this proposal.. i get it. You need high-quality work.

I'm curious, what brought you to Upwork? I'd love to hear more about yourself and your role in the company.

And about me? I'm a 'your skill' with over 3+ years of experience. I have served more than 50+ clients worldwide.

"Thank goodness for 'your name', - he did an amazing job on my products. My products now have a good copy."

That's one of the feedback from my previous client.

You will be thrilled to see my portfolio here, "Link"

P:S: Do you have any question i can clear up? Let me know and i would love to answer.

Best,
"Name"

18. General Template 4

Greeting, Aida! I just read your job posting here and i couldn't resist to apply. But before that. I'd love to make an offer for you.

I'm pretty new to UpWork (Not to my niche, i have 2+ years of experience) and looking to land few clients.

I am more than happy to give you 10% discount on my services + free consultation.

Here's the link to my portfolio if in case you want to see:

"Mention Portfolio Link"

Your project will be my top priority.

When is the best time for you to step a quick chat to discuss your project?

P:S: I'll be here the rest of the day.

Best,
"Name"

19. GENERAL TEMPLATE 5

Ninja, Hello! I understand you need someone to _____. I'm "Skill" and I'd love to work with you on this project.

Over the 3 years, i have "your expertise in skills"

Here's the link of the project i recently done with another client: " Link "

Your "project" sounds like it has a lot of potential based on my initial research and I'm excited to learn more about your exact needs.

What does your calendar look like?

I'm available this evening.

Best,
Name!

20. General Template 6

Ash, Hi! Want me to make your life easier and increase your business revenue?

Well, i got you covered.

With my expertise in 'Your Skills', i'll work on your project with top most priority.

I have 2+ years of relevant experience in " Your Expertise".

Let my work speak for itself.
Here's my portfolio, "Your Portfolio Link"

I have couple of question in my about this project.

Let's hop on a quick call to discuss this project.

P:S: I'll free the rest of the day and tomorrow. What does your calendar look like?

Best,
"Name"

1. A Little Flattery!

Hi "Name"!

It's a pleasure to "e-meet" you. I've been following your work with [Company Name] for some times, and was really impressed to hear about [something recent or notable they have done]

I've worked with companies like [Lead's Company Name] to bring similar projects to life, and if you're open to it, would love to discuss.

Are you available for a quick call later this week?

Best,

"Your Name"

2. The Friend In Common

Hi "Name"!

It's nice to "e-meet" you. I saw that we are both connected with [mutual connection's name], and wanted to reach out.

Seeing that you are [same industry/went to same school/share the same field of interest etc.] as [mutual connection]. I thought it might be nice for us to connect as well.

I also think that you might be interested in some of the work i'm doing with [Name of company].

Take care, and hope to hear back from you.

Best,

"Your Name"

3. Short and Sweet

Hi "Name"!

I found your profile through [mutual connection/mutual group/mutual school] and am interested to learn more about your background in [their industry].

Any availability to connect either online or on the phone?

Best,

"Your Name"

4. GET ON THE CALL

Hi "Name"!

As an expert of [Your field], i take great pride in helping clients increase [Traffic/Revenue/Visuals/Income] through [Your expertise in your niche].

I was reviewing your [Website/company page/social profiles], and love what your company is doing. There are few things you could do to take your strategy to the next level.

Do you have time to jump on a call to discuss some of these basics tactics? Would you like me to send some of my previous work?

Best,
"Your name"

5. Short & Crisp

Hi 'Name'!

Great work so far with [Insert website/company page]. After finding your business through [Insert HOW], i took a look at your [Website/social profiles/page], and saw a few key areas where you can make simple changes to improve sales.

I am a [Skills] with 3+ years of experience.

I would love to hop on a call to discuss things further.

Best,
"Your Name"