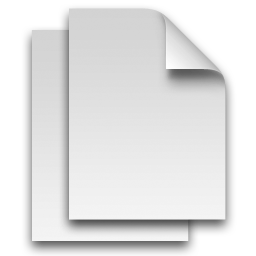
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**Initial Client Proposal Template**

**Notes:**

The initial proposal is a document/email that provides a basic outline of the website / web app project. Most business communications will be done by email.

It contains enough detail to give the prospective client a general idea of what you would be delivering. There will likely be some back and forth with the client, after you submit this initial proposal. The final details will be included in the final contract.

**Initial proposal contains:**

* Intro paragraph with overview of project
* List of pages: home, contact, etc ...
* Special features: blog, shopping carts, animation, etc …
* Extras: social setup, image and video prep, hosting setup etc …
* What you charge per hour – all clients seem to want to know this!
* Estimated hours of work and total cost
* Estimated delivery dates. For 1st draft, 2nd draft and final.
* Terms of payment 33 split
* What you need from clients and deliverable dates: copy, images, video etc ...
* Revision count: design can be revised up to 3 times.

**Final comments:**

Keep the initial proposal as short as possible … people don’t like to read too much. Especially busy small business owners!

… You also want to keep it short, because you won’t get every contract. You don’t want to spend 800 years on each proposal. Consider submitting proposals like asking out girls (guys) out on dates - expect rejection. No big deal.

**Initial Client Proposal Template**

Hi John,

Based on our conversations, and the project assessment email you answered, here is the proposal for your project. Please let me know what you think, and if there are any details to add, or changes you would like to make.

**List of pages:**

* Home page
* Contact page
* Blog page
* Etc ….

**Special features:**

* Blog install with WordPress, using a commercial theme adopted for your sites look.
* Contact us form with PHP backend.
* Homepage carousel .. rotating 3 images provided by you. Inspired by this site: ...

**Extras:**

* Setup of Instagram and Facebook pages for the business

**Cost per hour:** £15

**Estimated hours to complete:** 35-40 hrs

**Total estimated cost:** £XXX

**Estimated delivery date:** September 25th

Note: this assumes you provide the text and images by September 20th. We will use placeholder images and text while we build.

Another way to set the project delivery date:

Estimated delivery date 30 days after we receive the first payment.

**Terms of payment:**

3 equal payments, first on commencement, 2nd on delivery of first draft, last on completion.

**What we need from you:**

* Home page photos for carousel
* Access to your servers
* Text/copy for each page

**Max number of revisions:**

3 revisions from the delivery of the first draft.

Let me know if you need any changes. If everything looks good, let me know and I will send over the final contract.

Best regards,

Your name