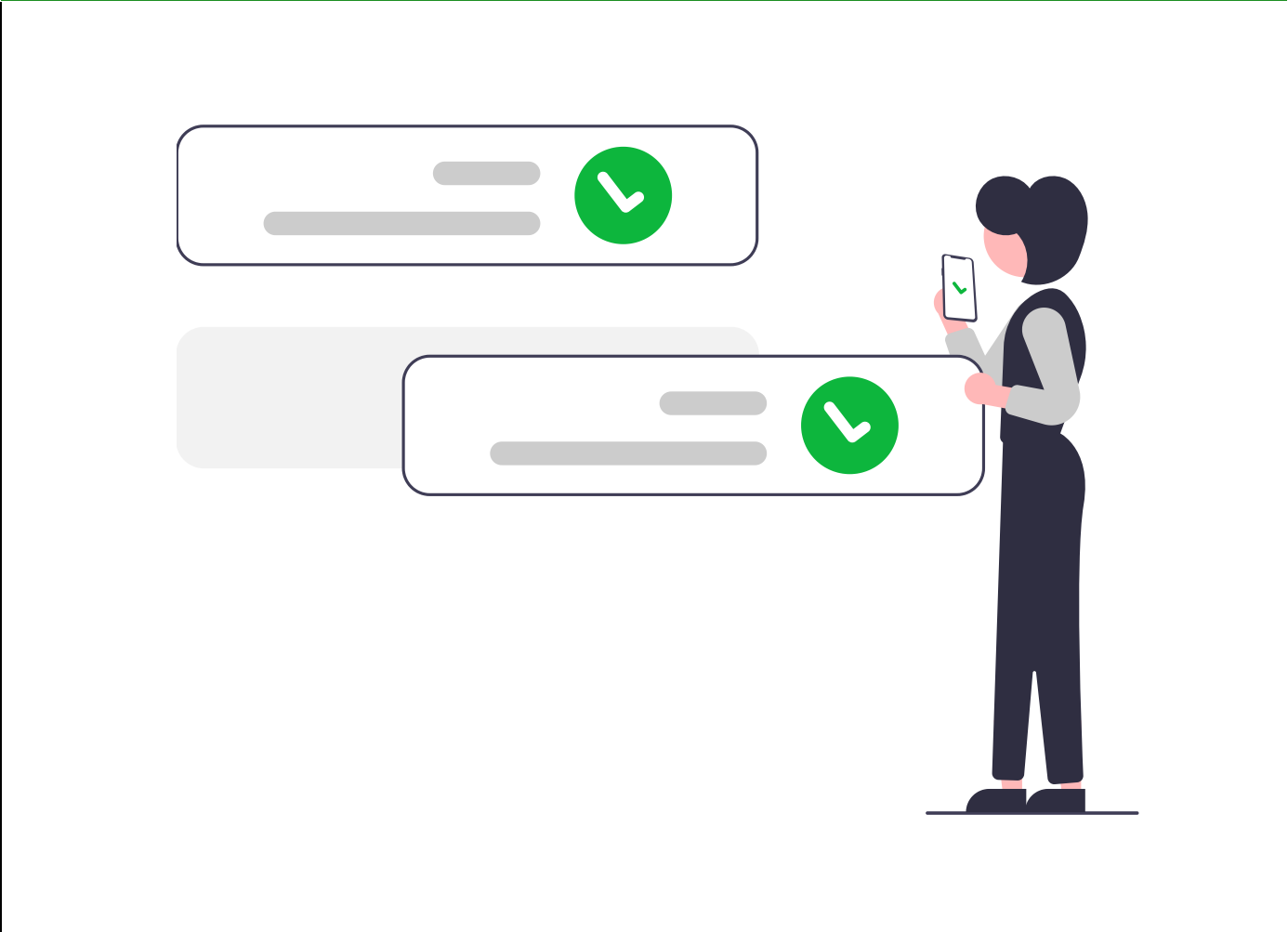


**Bonus 3**

**10 Proposal Mang Về  
Cho Mình Hơn \$5000**



**MINH XIN CHÀO**

## Proposal 1: My First Winning Proposal On Upwork

Đây là ví dụ điển hình nhất cho câu hỏi: “Làm sao để có được job trên Upwork khi chưa có kinh nghiệm và chưa có cả portfolio?”

Bạn sẽ thấy mình tập trung 100% vào 2 chữ **“chân thành”**. Mình thấy họ đang cần hoàn thành dự án này trong vòng 1 ngày nên mình đề xuất: “I can help you complete this project within 5 hours”.

Và chính vì mình không có kinh nghiệm lẫn portfolio để show cho họ nên mình đã bảo: “Bạn có thể tiếp tục tìm kiếm những ứng viên khác trong lúc tôi làm việc, nếu kết quả cuối cùng không như bạn mong muốn thì không cần trả tiền cho tôi.

### Cover letter

Hi there, I can help you complete this project within 5 hours.

I understand you're in a rush... So, let me go straight to the point.

You don't need to pay me hourly. Just give me detailed information regard of this project.

I'll do the job myself and you can continue finding other copywriters (If you want to).

When I send you my complete sales copy... based on your feedback I'll fix it within 2 hours.

Then, based on the final results you can decide whether you want to pay me or not.

Thanks.

Minh. [less](#)

## Proposal 2: Probably the best proposal I've ever written

Đây là một proposal follow khá chuẩn theo Checklist: Cách Viết Proposal Như "Top Rated" Expert trên Upwork.

Ngay câu đầu tiên mình đã khiến cho họ chú ý. Tiếp đến mình xác định rõ những cái "mong muốn" của họ kèm theo một đoạn giới thiệu nhỏ.

Quan trọng nhất là mình đã đề xuất cho họ được những idea để họ triển khai dự án này - Đây là cái giúp bạn ăn điểm "10". Và cuối cùng là kết lại proposal bằng 1 câu hỏi.

Như bạn thấy thì mình không đính kèm portfolio, nếu mình có portfolio để đính kèm thì chắc nó sẽ còn thuyết phục và hấp dẫn hơn nữa:

Hi there (Don't worry about \$500, it just purposely to grab your attention),

I saw that you're looking for a good copywriter to help you write your home page, about page, and 3 services pages.

You want your page not only well-written but also can generate interest, leads, and opt-ins by writing actionable business-oriented copy.

I write persuasive and attractive sales pages. If we were to work together I could create multiple mock-up of your pages before finalizing them so your pages will have the content you want in the voice you desire.

I'm currently writing for a startup company in America (They also haven't published their pages yet) so I know what it looks like when it comes to writing for a startup company.

The persuasive and interesting copy is the KEY to make your pages powerful and even can help you generate tons of new leads.

If your content is geared towards companies (which means B2B), you will generate and attract leads by showing them that you can actually help them increase the revenue, the \$\$\$ that they will get.

Here are a few ideas I believe will help you stand out from your competitors...

- \*Attention-grabbing sales copy on your home page
- \*Interesting storytelling copy on your about us page
- \*And benefit-driven sales copy on your service pages

In fact, most people just write for no end-goal and don't really know how to grab their prospect's attention.

That's why their pages can't do anything without looking well!

By the way, I'd be honest, you'll not find any testimonial or review on my profile.

Because this is the first time I'm looking for a job on Upwork (Previously, I work with local companies and work internationally through other platforms)

So, if you are interested in creating pages that can help you boost sales and generates leads, I am available to talk.

Thanks.

Minh.

P.S. The proposed cost is just an estimate. I'll give you an exact figure, timeline if we were to discuss more on this... **less**

## Proposal 3: “SUPER short yet powerful” proposal

Bạn để ý kỹ đoạn: “And I see the consistency and frequency is KEY to building relationships with your prospects and eventually getting more sales”.

Đây là kỹ thuật “SHOW” thay vì “tell”.

Có nghĩa là, thay vì bạn nói bạn giỏi, bạn sẽ bình luận 1 câu nào đó để người ta tự ngầm hiểu là bạn giỏi. Và câu bình luận này phải có đủ chiều sâu, đủ sự hiểu biết - điều mà những người mới vào ngành sẽ không thể nào biết được.

Hi there, I see you're looking for a copywriter to help you write emails promoting your \$850 program.

I specialize in writing email campaigns, email sequences,... and I see the consistency and frequency is the KEY to building relationships with your prospects and eventually getting more sales. Besides, I can help you conduct more market research and customer research to help you get the most out of your email list.

I'm writing daily emails (30 emails/mo) to promote affiliate offers for my client. I helped her get her first sales by rewriting his welcome email sequence (after she has struggled for a very long time to get sales).

Here are some of the latest emails I just wrote, just take a look to get a feel for my work:

[https://docs.google.com/document/d/1-HqHNxqvE\\_KPgj2ICeH\\_4LeAyCp6U9m-Sv7-VcHbOw/edit?usp=sharing](https://docs.google.com/document/d/1-HqHNxqvE_KPgj2ICeH_4LeAyCp6U9m-Sv7-VcHbOw/edit?usp=sharing)

If you're interested in what I said, can you send me a link to your landing page? - So I can get a better idea of how to write emails for you.

Thanks!  
Minh **less**

## Proposal 4: “I don’t need you” proposal

Cho đến khi bạn tương đối giỏi và có tiếng nói thì đừng dùng cái này 😊 Nó cực kỳ hiệu quả nhưng cũng vô cùng nguy hiểm nếu bạn không dùng nó đúng nơi đúng chỗ.

Hiệu ứng tâm lý của proposal này là như sau: “Oh, nhìn hấp dẫn đấy. Nhưng để tôi hỏi bạn câu này \_\_\_\_”.

Không giống như những ứng viên khác, lúc nào cũng: “Hey thuê tôi đi, thuê tôi đi!”.

Nó sẽ khiến cho người đọc nâng bạn lên ở vị trí cao hơn. Vì họ cảm giác như bạn không cần làm dự án này. Bạn vẫn tốt, vẫn ổn nếu không có họ. Và đó là lý do khiến họ cần bạn hơn!

Mức giá đưa ra của dự án này ban đầu là \$100, nhưng sau khi meeting với team của họ xong thì họ đã đồng ý bỏ ra \$500 để hoàn thiện dự án này.

Hi Ahmed, I'm interested in writing sales pages and landing pages for your service. I can schedule a call at 8:30 PM PST.

I specialize in writing sales pages and landing pages, I can help you conduct market research and customer research to come up with engaging and effective sales pages.

But before we do that, can you send me some reference materials (Your website, document, a summary of this project,...) so I can understand exactly what you're looking for?

I'd like to discuss the rate more as I need to know the exact workload. So please ignore the bid, it's just a placeholder for now.

Thanks!  
Minh **less**

**Please provide samples of Sales Pages you have written**

I've attached here the sales page I wrote that won me a meeting schedule from the fastest-growing agency in Australia (King Kong agency). But keep in mind it's quite aggressive (their style).

Take a look if you want to:

<https://docs.google.com/document/d/1iekUbPDGfIZGdzzYe71SBQECzJSbO21mBKZNUUkGkmE/edit?usp=sharing>



## Proposal 5: Hãy viết proposal như một nhân viên Sales

Cái này tương đối giống cái thứ 3 - cùng một cách viết. Chỉ có 1 chỗ bạn cần để ý đó là mình đã xử lý từ chối ở đoạn cuối proposal: "I'd be honest, you're not going to find..."

Khi bạn mới bắt đầu làm việc trên Upwork, profile của bạn sẽ là con số 0 tròn vo. Sẽ là một thiếu sót rất lớn nếu bạn bỏ qua "lời từ chối" này và cầu mong là khách hàng sẽ chấp nhận bạn!

Hãy xử lý lời từ chối này trước khi họ kịp nhận ra nó. Và hãy nhớ câu thần chú trong ngành Sales: "Nếu bạn có thể xử lý lời từ chối trước khi nó xuất hiện, nó sẽ không còn là lời từ chối nữa!".

Hi there - I see you're looking for a copywriter to help you write 30 emails a month for your affiliate marketing offers.

I've found one of the most important techniques regarding Affiliate email marketing is... The art of making people feel they've already owned your products even before they take action. In fact, a copywriter who masters this skill can potentially manipulate consumer behavior.

Otherwise, hardly can you see ROI from your email campaigns.

I've attached an email campaign (8 emails in total) I wrote that won me a meeting schedule from the number #1 fastest growing agency in Australia (King Kong Agency - Sabri Suby, Founder). You can take a look to get a feel for my work.

I'd be honest, you're not going to find many testimonials or reviews in my profile.

This is just the second month I've been finding for projects on Upwork (Previously, I've worked with clients on other platforms). And this is the reason why I'm not qualified for your "Preferred qualifications".

If you're interested in what I said can you tell me more about this project?

Thanks.  
Minh **less**

 Weekly+email+in+February+-+Covid+19.docx (867.07 KB)

## Proposal 6: Custom Proposal - \$1000 proposal

Đây là cách để có portfolio đúng chính xác với những gì mà họ yêu cầu (ngay khi bạn không có bất cứ cái portfolio nào).

Mình đã nói về điều này trong phần “Custom portfolio”.

Hãy tự tạo ra 1 portfolio cho chính mình dựa theo yêu cầu của khách hàng (Nhưng không được giống 100%, vì bạn sẽ không muốn họ bưng cái portfolio của bạn đi dùng luôn và không cần phải thuê bạn).

Ở trường hợp này thì mình đã viết 2 cái custom portfolio (hay nói cách khác là 2 cái email mẫu). Đây là cách cực kỳ mất thời gian nhưng vô cùng hiệu quả.

Mình mất gần 2 tiếng để xong proposal này. Nhưng anh này đã trở thành **khách hàng Blue Whale** của mình, và tính tới thời điểm hiện tại thì proposal này đã đáng giá hơn \$1000.

Hi Aaron - I just wrote for you 2 sample emails as your reference (You can see it toward the bottom of my CV).

I'm writing and curating content for a real estate software company. It provides email templates, valuable content,... for property investors, home buyers, real estate agents,...

And I've found the most determining factor for successful email campaigns in this competitive industry is the "top of mind" - Once your potential customers are ready to make an investment, you gotta make sure you're always their #1 choice. Otherwise, it's very hard to see ROI from your email campaigns.

Take a look at 2 sample emails I just wrote (based on my ideas since I don't know exactly what're you offering) to get a feel for my work here:

<https://docs.google.com/document/d/1pQc4VOx8fDcFws3nYTUYZjnqevAOp4TgZVSol4w3LaQ/edit?usp=sharing>

Can you send me some of the previous emails you sent so I can understand what you're looking for?

Thanks,  
Minh **less**

## Proposal 7: Proposal “Ngoài Tâm Với”

Trong trường hợp này thì mình biết đây là một công ty rất xịn nên mình đã cố gắng để có thể được họ nhận. Đây cũng có thể coi là một dạng của sự “chân thành”.

Dear ambitious entrepreneur!

I know I don't meet your preferred qualifications. But I TOTALLY can help you with this project so it'd be great if you can spend 5 minutes reading my proposal...

I saw that you're looking for a good copywriter who is proficient at making people take whatever action that you want them to make.

You want a skilled copywriter who addicted to delivering great products to everyone's hands.

I'm currently writing for 2 personal development local companies...

Company 1: <https://www.facebook.com/AwakePower>

Company 2: <https://www.facebook.com/Ti%E1%BB%81n-kh%C3%B4n-ti%E1%BB%81n-kh%C3%A9-2459295620788391>

And I'm also writing for a software company in America

So, here are a few things I could help you with...

- \*Creating powerful sales pages and sales funnels that will generate TONS of revenue
- \*Applying interesting storytelling copy to your emails to increase the conversion rate
- \*Providing immediate work (If needed)

And ultimately help you and your clients generate BIG profit in a short period of time!

But here's a problem...

As you can see, this is the first time I'm looking for a project on Upwork.

Basically, my profile is NOTHING more than a powerful description that I could write for myself.

That's why I attached some examples of emails that I wrote. You can check it out...

And please read the next additional details below before taking action.

Thanks.

Minh.

P.S. The proposed cost is just an estimate. I can give you an exact figure, timeline, and what I expect to accomplish if we were to discuss this later on... [less](#)



## Proposal 8: "Attention-grabbing" proposal

Proposal này cũng tương tự như proposal #2.

Actually, nó giống y chang cái thứ 2. Mình chỉ chỉnh sửa lại để nó phù hợp với điều kiện của khách hàng này thôi.

Hi there (Don't worry about \$300/hour, it's just purposely to grab your attention),

I see you're looking for a copywriter to help you write landing pages, websites,... for your clients. I see your preferred qualification as well but I hope you can consider it again after reading what I'm about to say.

You want your client's pages not only well-written but also can generate interest, leads, and opt-ins by writing actionable business-oriented copy...

I write persuasive and attractive sales copy. If we were to work together I could create multiple mock-up of those pages before finalizing them so they will have the content you want in the voice that you and your client desire.

The persuasive and interesting copy is KEY to make their pages powerful and be able to generate tons of new leads (after all here's the final goal of a website, not just to show the prospects what we have but to close them).

In order to help your clients stand out from their competitors so you can impress them and set a good foundation for future business. Here's some of my initial ideas:

\*Interesting Story-based copy on their landing page/website. This is important because your email recipients don't just make decisions based on logic - for the best results, it's imperative to make them feel excited and appeal to them both logically and emotionally.

\*Market their products/services around a big idea - this is what most people ignore and that's why their campaigns hardly can generate good results.

If you're interested in what I said, can you tell me more about this project?

Thanks!

Minh [less](#)

### Describe your recent experience with similar projects

I've attached here some latest similar projects so you can get a feel for my work:

- Landing page for a coaching program:

Google docs: [https://docs.google.com/document/d/1hTxYmJln966Blh1RJE5xXwTSxzhvWpn-1\\_iYV9srW-s/edit?usp=sharing](https://docs.google.com/document/d/1hTxYmJln966Blh1RJE5xXwTSxzhvWpn-1_iYV9srW-s/edit?usp=sharing)

Live: <https://innovativeinsights.com.au/business-360>

- Website (LinkedIn lead generation):

Google docs: <https://docs.google.com/document/d/10Xom85c6uioOj67IE9YMTM4iBbZx-trKSoNFWFZmG1A/edit?usp=sharing>

Live: <https://leadintro.ie/about/>

- Squeeze page (for a lead magnet):

Google docs: ... [more](#)

## Proposal 9: “Hack Portfolio” proposal

Bạn thấy “thành quả” của mình trong proposal này dữ dội không? Tuy nhiên thì nó không hoàn toàn chính xác. Đây là proposal làm theo “Hack Portfolio” mình hướng dẫn bạn trong video về Portfolio.

Đúng là lúc đó mình vừa có buổi meeting với “People & Talent” manager tại King Kong agency (\$20 million dollars in revenue last year) thật.

Nhưng sau đó thì mới biết vị trí đó không phải là cái mình hỏi đến lúc đầu, và về cơ bản thì vị trí đó mình cũng không đủ năng lực để đảm nhiệm. Nên mình đã từ chối và không làm việc với King Kong agency.

Điều đó cho thấy, chỉ cần kết quả của bạn KHỦNG, bạn không cần nói nhiều! Tuy nhiên, khi làm theo cái này thì phải làm cẩn thận **(Nghe kỹ video về Portfolio)**

Hi there,

It looks like you're looking for a great copywriter who not only can help you with email marketing but also can help you manage your social media community to bring in more \$\$\$...

First, I'm currently helping a software company in America to write, plan, and set up their email campaigns on Activecampaign.

And second, I'm also going to help King Kong agency, \$20 million dollars in revenue last year, manage their high-level Facebook community - its members must pay \$10,000+ to attend.

I attached a 2021 social media plan below, you can check it out...

So, I have a decent amount of experience to help you in this particular project.

I'd be more than happy to help you deeply analyze your current email automation and plan out some new high-effective sequences.

Would you be comfortable sending me some of your websites & social media pages so I can understand more?

Thanks.

Minh.

P.S. The proposed cost is just an estimate. I'll give you an exact figure, timeline, and what I expect to be able to accomplish if we discuss more later on... **less**

📎 **2021+Plan.xlsx (1.52 MB)**

## Proposal 10: "\$1000/mo & 5-star review" proposal

Đây là cái proposal mình viết ở trong trạng thái: "Trời ơi, lỡ được nhận rồi phải làm sao!! Có biết làm cái gì đâu".

Chính xác là như vậy! Vì cái job description nó dài gần hơn 1 trang A4!! Và mình phải nói thật là 90% những gì được mô tả trong đó toàn là những thứ mình không biết làm.

Và sự thật chính xác là vậy 🤔 Sau khi mình được nhận thì mình phải dùng 7 cái tool mới!! Yeah, 7 cái. Mình mò nó trong 2 ngày mà não muốn nổ tung.

Lý do mà mình vẫn lấy hết can đảm và apply vào job này để rồi được nhận là vì mình nhớ mãi một câu nói từ một người anh (mình không nhớ rõ chính xác câu này, nhưng đại khái nó là thế này):

"Just say YES, even if you don't know how to do it! Yep, just say YES, and trust yourself that you're going to find out how to do it later".

Và rất may nhờ có câu nói đó mà mình đã thắng được job này. Và đây là review siêu đỉnh mà họ đã viết cho mình:

"Minh was so good that we, as a team, are hiring him again. I initially hired him for marketing automation. However, on that journey, we discovered a lot of other jobs that needed to be done. Not only did Minh step up and get them done, he learned new skills quickly and produced quality work again and again. And on top of everything, Minh is SUPER handsome!".

Hmm... Theo trí nhớ của mình thì hình như không có khúc: "And on top of everything, Minh is SUPER handsome" ☐

Hi Aiden, I just went through all the videos on your website and detailed what I thought in the screening question below.

I see the process you mentioned includes finding prospect details using LinkedIn Sales Navigator, I can help you do it 100% manually.

I see most people are not willing to do this - they buy leads or use automation instead, because it's very time-intensive. Usually, it would take around 2-3 hours to put together a list of 40-50 high-quality B2B contacts (including using Uplead to verify email addresses to lower the bounce rate and make it easier to get more responses).

But you're targeting individuals on LinkedIn so it might be faster.

I like your email and LinkedIn outreach template. Here's a cold email sample I wrote for my previous client (please keep in mind I didn't in charge of the implementation process, I just purely wrote):

<https://docs.google.com/document/d/10hYmRb4E38tqn3ZGCphorECznFTygEC2Au0AlVr3zjU/edit?usp=sharing>

And about LinkedIn outreach, it has the potential to be a lot better than cold email. So, in order to get the LinkedIn acceptance rate around 20% (ideally) and the response rate between 10% to 15% (ideally) from your messages.

It's important to test many different messages in the message sequences to optimize over time. Here's a message sequence I wrote for my previous client:

<https://docs.google.com/document/d/1LXtdyUhMjk9kns7DNj8sOSDrXZmwkhkQjE298meRiGM/edit?usp=sharing>

My availability allows me to keep track of the process and reply to any messages within 30 minutes - it's the best way to get as many responses as possible.

Although I've been working with many clients about Facebook ads, Google ads, email campaigns, and LinkedIn lead generation (both on and off Upwork)... I'd be honest, there are some bullet points in your tasks I currently don't know how to do, but I'll figure them out soon right after we decide to move on.

If you're interested in what I said, are you open to a call or doing a test job (the homepage for instance) to see how it is going?

Thanks!

Minh **less**