**Your Company**

123 Your Street

Your City, ST 12345

(123) 456-7890

Project Name

**4th September 20XX**

**OVERVIEW**

The introduction of your project proposal should be brief.

Imagine it like an elevator pitch; you only have 15 seconds to get your message across.

Try structuring it as if you were back in grade school, using IF, THEN, BECAUSE terminology.

For example, let’s imagine I want to convince my boss to rename our product.

Example Introduction:

IF we rename our product from Priority Matrix to “Best Project Management Desktop App” THEN we will receive more organic visibility BECAUSE this is a search term frequently used by people who intend to buy project management software.

**GOALS**

Make sure the goals of this project align with your current company goals.

Even if you work in marketing, like me, if your company’s current #1 goal is to drive sales, you better formulate your project in such a way that it’s bringing in well-qualified leads.

I recommend including just ONE Goal in order to keep your project scope focused.

Treat any sub-goals as milestones.

**SPECIFICATIONS**

This is where you can estimate your budget, timeline, and more.

**MILESTONES**

Milestones are the marks you need to hit to measure success on the way to project completion.

Think of milestones as metrics, rather than tasks. Show them off to stakeholders to prove that you’re making progress.

If your overall goal is to increase sales by 25%, a great milestone to aim for is a 10% increase. This tells you you’re on the right track.