
5 KILLER UPWORK PROPOSAL TEMPLATES



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WHY PROPOSALS MATTER

This PDF resource offers five sample proposal templates that can be used as a starting point as you begin to pitch yourself on Upwork. Please take these templates, customize the language and tone so that it is consistent with how you present yourself, and start pitching.

Remember, before a client hires you on Upwork, you have to address them convincingly. There are several ways to do this, each of them outlined in a sample proposal for a writing job on Upwork.

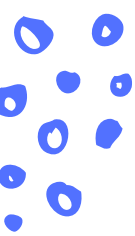
See if you can find one that fits your strengths!

All the best,
Laura



Meet Laura Pennington!

Laura Pennington leveraged Upwork and Elance to break into freelance writing in 2012. Since then, those platforms have generated more than \$400k in business and she's become known as an "Upwork guru," helping people earn more money in less time on the platform.



PROPOSAL #1 - SERVICE

It looks like you've been burned in the past with a writer-I'm sorry to hear that. I work hard to make sure that you're happy by providing two complimentary revision rounds. I also use a question sheet upfront to make sure we're on the same page regarding keywords, style, and length before we start.

It's my goal to make sure this project is completely taken off your hands so you know it gets done right the first time. If you hire me today, I can complete this in three business days.

Let me know how I can help- my reliable history here will show you I stick to my word.

WHY THIS WORKS

1. Hits the client's pain point and reassures him/her on it
2. Provides strategy and tools for setting the relationship off on the right foot
3. Gives the buyer confidence in reliability and delivery time

PROPOSAL #2 - EXPERIENCE



I've been a freelance writer for five years, working with more than 30 clients doing projects just like this!

I've been a professional writer, though, since 2010 when my work first got picked up by the Huffington Post.

I understand SEO, online marketing, and how to tailor content for your readers- and that's why I've gotten so much business that I became a full-time blog writer!

WHY THIS WORKS

1. Short and clear
2. Gives buyer confidence that the writer knows what he/she is doing because of years of experience
3. Shows the buyer high demand for this writer's services



PROPOSAL #3 - SPEED AND TIME

X X

I can finish this for you in just one day- I can even turn it around in four hours for a rush fee of \$20!

I understand that you need this done as soon as possible, and that's why I'm committed to giving your project my full attention today. I've attached a sample of something similar I did recently so you can get a sense of my style.

What are you waiting for? Let's get to work!

WHY THIS WORKS

1. Gets immediate buy-in from someone in a rush
2. Eliminates the concern about having to read multiple proposals- the buyer is more likely to select the best one right away!

PROPOSAL #4 - REPUTATION

"Thank goodness for Mark- he writes my blogs perfectly and on time- every single time."

That's just one piece of feedback from a recent satisfied client- check out my profile link here for more comments from my thrilled clientele.

When you want things done right and done on time, you come to me. How soon can we get started?

WHY THIS WORKS

1. Shows the client you have a solid reputation
2. Testimonials show you're in demand and worth the investment
3. Clients love seeing other happy clients and want to book you before you're too busy

PROPOSAL #5 - COMMUNICATION

I have a few questions about your project and want to be sure we're on the same page. I love your topic- in fact, I've written about it extensively. Take a look at this recent blog I published about it (insert link)!

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

I like to let my work speak for itself, so check out the attached sample and then let's talk.

WHY THIS WORKS

1. Clients want to say yes- getting them on the phone increases the odds of this happening
2. You show your excitement about the project and your concern about doing it properly, building trust

Start pitching!

