



FREE TEMPLATE

The Business Proposal Template

Nine sections that turn a conversation into a signed yes. Fill the brackets, drop in your pricing table, send. Built to be skimmed by a busy decision-maker.

01	The 9 sections	What goes where
02	Template · part 1	Sections 1–5
03	Template · part 2	Sections 6–9
04	Pricing & scope	Table + checklist

By Gaurav Tiwari. From 800+ client projects and the proposals that actually closed.

START HERE

The 9 sections

A proposal isn't a contract, it's a persuasion document. Lead with their problem and your outcome; put the price after the value, never before it.

■ 1. Cover

Client name, project title, date, your details.
Clean and confident.

■ 2. Executive summary

Their problem and your outcome in 3–4 lines. If they read only this, they should get it.

■ 3. The problem

Prove you understand their situation in their words. Earns the right to propose.

■ 4. Proposed solution

What you'll do and why it solves the problem.
Outcomes, not just tasks.

■ 5. Scope & deliverables

Exactly what's included, and a short "not included" list to stop scope creep.

■ 6. Timeline

Phases and dates. Realistic beats optimistic.

■ 7. Pricing

Clear options. Tie each line to value, not hours.

■ 8. Terms

Payment schedule, revisions, ownership, what happens if things change.

■ 9. About & next step

One proof-led paragraph and a single clear call to action.

1-2 · COVER + EXECUTIVE SUMMARY

CLIENT / COMPANY

PROJECT TITLE

Executive summary – [their problem] → [your outcome], in 3-4 lines:

3 · THE PROBLEM (IN THEIR WORDS)

4 · PROPOSED SOLUTION (OUTCOMES, NOT TASKS)

5 · SCOPE & DELIVERABLES

✓

✓

✓

Not included (stops scope creep):

— 6 · TIMELINE

1 _____

2 _____

3 _____

— 7 · PRICING

ITEM / PHASE	DETAIL	AMOUNT

— 8 · TERMS

- Payment schedule (e.g. 50% up front)
- Number of revision rounds
- Who owns the final work / IP
- What triggers a change order
- Validity of this proposal

— 9 · NEXT STEP

One clear call to action with a date: "Reply by [date] and we start [date]." One ask, not three.