

The Explosive **COPYWRITING** **PROPOSAL** Checklist



The Ultimate Guide to
Creating the Six-Page
Copywriting Proposal
that ***Sells!***

Before you begin your proposal.

Do you know:

First things first.

- ☐ What the client's **goals** and **objectives** are?
- ☐ What **marketing** they require?
- ☐ If they have any **budgetary constraints**?

PAGE 1:

- ☐ Warm greetings
- ☐ Outline project objectives & scope

PAGE 2:

- ☐ Introduce yourself including experience, credentials and awards
- ☐ Link your information to how the customer will benefit

PAGE 3:

- ☐ Summarise the service, focusing on the value and payoff
- ☐ Detail all inclusions
- ☐ List your project price

PAGE 4:

- ☐ Prove your history of success with testimonials and client logos

PAGE 5:

- ☐ Ask them to take action
- ☐ Describe what the next step is
- ☐ Don't forget your contact details

PAGE 6:

- ☐ Include your terms and conditions

Ask yourself...

1. Have you given the reader enough information to decide?
2. Have you given them a reason to say yes?

Finally...

Don't be afraid to **follow up!**



Go forth & be
awesome.
Belinda

www.copywritematters.com