



Sample Tiered Proposal

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Proposal Sample

Your Header

Prospective clients name, title, organization, and address

Purpose:

State the purpose of the proposal in one sentence.

Example:

I propose the following scope of work and options that will enable X ORGANIZATION to position itself as the go-to resource for X and increase its revenue by X% annually.

Context:

This is where you describe the value to them and anything about the context in which they are operating that makes this work and the outcome you will help them achieve particularly valuable to them.

Example:

X ORGANIZATION is at an important crossroads, having sustained four years of operations and secured large contracts with target organizations. Now is the key time for X ORGANIZATION to develop a strategic path that enables you to serve more clients, increase your impact, and double your revenue within 3 years.

X ORGANIZATION leadership has outlined three key goals: 1) establishing a pathway to becoming a \$16-\$20 million organization over a 3-year period; 2) generating \$1.5 million net revenue growth in the next year; and 3) creating a sustainable organizational infrastructure.

To meet net revenue goals, I will help X ORGANIZATION develop and execute a strategic plan that enables you to:

1. Become a \$16-\$20 million organization over a 3-year period
2. Generate \$1.5 million net revenue growth in the next year
3. Reduce fixed expenses while create a more sustainable organizational infrastructure

Approach

In the tiers below, I offer options for what I will help you achieve.

Overview of Options

Tier 1	Tier 2	Tier 3
Result: X	Result: X	Result: X
Scope:	Scope:	Scope:
<ul style="list-style-type: none">• X• X• X	<ul style="list-style-type: none">• Tier 1 and:• X• X	<ul style="list-style-type: none">• Tier 1, 2, and:• X• X

Details of Options

Tier 1: Title of Tier

- This should be an eye-catching headline that tells them basically what the value is in this tier.

Results:

- What outcome you will help them achieve

Scope of Work:

- How you will help them achieve it

Key Deliverables:

- Optional: If there are products or other deliverables you will produce for them, indicate those here and give any specifics of the deliverables to set expectations about what they will get from you.

Cost: \$X

- One amount for flat-rate or value-based fees.
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Tier 2: Title of Tier

Results:

- What additional outcome(s) you will help them achieve

Scope of Work:

Everything in tier 1 and:

- How you will help them achieve it

Key Deliverables:

- Optional: If there are products or other deliverables you will produce for them, indicate those here and give any specifics of the deliverables to set expectations about what they will get from you.

Cost: \$X

- One amount for flat-rate or value-based fees.

Tier 3: Title of Tier

Results:

- What additional outcome(s) you will help them achieve

Scope of Work:

Everything in tier 1, tier 2 and:

- How you will help them achieve it

Key Deliverables:

- Optional: If there are products or other deliverables you will produce for them, indicate those here and give any specifics of the deliverables to set expectations about what they will get from you.

Cost: \$X

- One amount for flat-rate or value-based fees.
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Assumptions:

Optional: Include any assumptions that are critical for you to help them get the results they want, anything you need them to do, and/or anything you will not do. As example, if you need them to name a point person for you to work with, give you documents or data before you start, and/or are not traveling. This is to ensure clear communication and mutual expectations.

About Me

Include a 2-3 paragraph bio about yourself customized to what you are proposing. This section is to help them embrace that you are the perfect person for them to hire to achieve the results they want.

Highlight your unique qualifications and any results you have helped others achieve (even in your past employment) that is relevant to the results they want.

Include a picture!

If they asked for references, include those here with contact information and a brief summary of what you did and what results you helped achieve.