



The key to a great business proposal is clearly understanding your prospective client's needs and how you can provide a solution. And the way you deliver your proposal should reinforce the value you provide.

This is why your business proposal must look professional and aligned with your business plan.

The best way to quickly produce professional business proposals starts with rebuilding your Business Plan into an easily updated and modern-looking document. That way, you can easily reference your plan and export relevant sections for each business proposal you create.

Don't worry if you're not a graphic designer. With Lamphills, you can easily put together a professional-looking Business Plan with no design experience needed. Save time and get better results with Lamphills!

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## Title Page

INSTRUCTIONS: The title page should include your name, the name of your company, the name of the person to whom you're submitting your proposal, and the date submitted.

Type your Title Page text here.

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# Table of Contents

[1.0 Executive Summary](#)

[2.0 Problem Statement](#)

3.0 Proposed Solution

1. Methodology
2. Qualifications
3. Schedule and Benchmarks

4.0 Pricing Estimate

1. [Cost](#)
2. [Payment](#)
3. [Legal Matters](#)
4. [Benefits](#)

## 1.0 Executive Summary

**INSTRUCTIONS:** Summarize your business and the products or services you provide. If you need a U.S.P. or value proposition reminder, look at your business plan's executive summary. A tool like [LivePlan](#) can help you with this.

Type your executive summary here.

## 2.0 Problem Statement

INSTRUCTIONS: Use this section to discuss the client's problem/issue very loosely. Show the client that you understand their needs and fully grasp the issue they are trying to resolve. Even when pitching for the business, you must understand their needs. A tool like [LivePlan](#) can help you with this.

Type your problem statement here.

## 3.0 Proposed Solution

INSTRUCTIONS: This section clearly and concisely summarises your methodology, qualifications, and (if necessary) your schedule and benchmarks. Writing this section AFTER you have completed the sections below will be helpful. A tool like [LivePlan](#) can help you with this.

Type your proposed solution summary here.

### 3.1 Methodology

INSTRUCTIONS: Use this section to show your potential client how you intend to tackle their problem. Lay out the steps you intend to follow to carry out your plan. Details are important here, as is clear, concise, jargon-free writing. Don't overdo this section; you want your reader to get a clear sense of your plan.

Type your methodology here.

### 3.2 Qualifications

INSTRUCTIONS: Brag a little in this section. You're trying to convince the potential client that you're the most qualified person for the job. Mention any relevant education, industry-specific training, certifications, years of experience, or completed projects related to your offering.

Type your qualifications here.

### 3.3 Schedule and Benchmarks

INSTRUCTIONS: Use this topic to explain how long you expect the proposed project to take, or when deliverables will be made. Ensure you're on the same page as the prospective client so that if you win their business, you and the client stay positive and satisfied throughout the process. Never underestimate how long it will take you to complete the project.

<u>Phase</u>	<u>Completion Date</u>	<u>Activities</u>
Name me	0/0/00	ABC
Name me	0/0/00	ABC
Name me	0/0/00	ABC
Name me	0/0/00	ABC

***Note:** You may not need this section depending on the product or service offered. The business proposal format is flexible, so omit what doesn't fit!*

## 4.0 Pricing Estimate

INSTRUCTIONS: In this section, state the cost, payment, and schedule for delivery (again, only if necessary). Also, include any legal requirements that must be attended to. Remind your prospective client why you're the best choice.

### 4.1 Cost

INSTRUCTIONS: Use this section to state your costs, including optional items, which will result in the project's overall cost.

## **Table: Expenses**

### **Requirements**

### **Project Expenses**

Expense 1	\$0
Expense 2	\$0
Expense 3	\$0
Expense 4	\$0
Expense 5	\$0
Expense 6	\$0
<b>Total Project Expenses</b>	<b>\$0</b>

### **Overhead / Misc. Expenses**

Labor estimate	\$0
Other Current Assets	\$0
Long-term Assets	\$0

<b>Total Misc. Expenses</b>	<b>\$0</b>
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<b>Total Cost</b>	<b>\$0</b>
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## 4.2 Payment

INSTRUCTIONS: If you are asking for a one-time payment, you may title the section "Fee Summary." The "Fee Schedule" might be more appropriate if you ask for ongoing payments. If the client requested the business proposal, refer back to their request to ensure you include everything they asked for.

Type your payment text here.

<b><u>Name</u></b>	<b><u>Price</u></b>
Phase 1 Payment	\$0.00
Phase 2 Payment	\$0.00
Sales Tax	\$0.00
<b>Total Estimated Amount</b>	<b>\$0.00</b>

## 4.3 Legal Matters

INSTRUCTIONS: Be sure to include any legal requirements that need to be attended to, such as permits, licensing, and so on. If there's a lot of legal information for this project/service, you can make this a separate section.

Type your legal matters text here.

## 4.4 Benefits

INSTRUCTIONS: This is your final sale! Don't be afraid to tell your prospective clients what they have to gain by choosing you to complete the project. Remind them why you're the best choice and how they will benefit from choosing you and your business as their preferred solution.

Type your benefits here.