

Q2 Project Proposal

For Phoenix LLC

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Executive Summary

If your proposal is several pages long (which should only be the case if this is a long-term project with a lot of variables), you can include an executive summary at the beginning.

Sum up the most important details of the project here as a sort of TLDR (too long didn't read) section for your busiest clients. You can include the problem you're aiming to solve, the solution you propose, the key initiatives, and the outcomes you expect from them. Make sure your executive summary is kept short (about one or two paragraphs).

About Me

Your "about me" or "about us" section should speak about why your client should choose you or your company over everyone else. This is basically your bio section with your most notable achievements.

Similar to what you would use on your website, you can write a bio about your experience, certifications, biggest clientele, and everything else that positions you above the competition. It's also worth investing in a professional headshot and including it here to make a great impression (and to remind your client who you are in case they meet several potential consultants for their project).

Project Summary

Similar to what you've seen in our consulting proposal email template, your project summary will highlight the main purpose of this particular collaboration and provide more context for it. You can explain here the approach that you will take to solve your client's problem and the initiatives that you will work on.

You can also include the steps you will take and the role you will play in this partnership. For example, the frequency of consultation sessions, any reports that you'll prepare, or training you'll deliver for your client's team.

Deliverables

It's best to use bullet points in this section and be as specific about your deliverables as you can. Here are some of the things you can include here.

- Numbers that you will achieve
- Reports you'll write or analysis that you'll run
- Meetings and consultation sessions you'll give
- Trainings, brainstorming sessions, and other sessions you will facilitate

You can also specify what exactly you'll be achieving with these deliverables, for example, optimizing their talent pipeline.

It's always better to focus on outcomes reached for your client in your proposal rather than just what you will do. After all, you get paid for the results, not your time.

Project Timeline

Here's an example of how you can break down your project timeline into specific stages.

PROJECT STAGE	START DATE	COMPLETION DATE
Analysis and Project Planning	23rd Aug	31st Aug
Strategy Meetings	1st Sept	15th Sept
Content Review	16th Sept	20th Oct

Campaign Audit & Optimization	21st Oct	13rd Nov
Final Report	14th Nov	21st Nov

Fees

Once you've shared all the key details of your project, list down the costs of both your work as a consultant and other additional costs.

Your client should clearly see which part of the fees are paid to you for your services and the budget you'll be spending on subcontractors, advertising, software, or other expenses.

Next Steps

Finally, lay down the next steps of how your client can get started with this project. For example, getting their contract signed and scheduling their first appointment with you.