

My High-Converting Proposal Template (and Cold Email Templates) for Freelancers

Brought to you by: [Ryan Robinson](#)

Real quick before grabbing these templates!

If you haven't read my full posts on both [writing effective proposals](#) AND [the art and science behind effective cold emails](#), I highly recommend finishing those posts before implementing these templates.

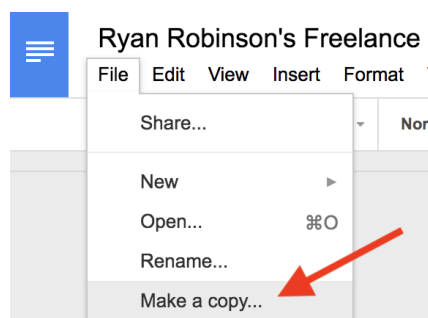
These templates are the copy & paste tools you can use, but without a proper understanding of the psychology behind using them to achieve your desired effects, they won't be nearly as effective.

Plus, in [this post](#) I also cover the exact follow up schedule you should use to check in (without being annoying) on the clients you're cold emailing for the weeks after you hit send.

The cold email templates start on page 2...

To make a copy of this document so you can save it to your own Google Drive and edit, go to:

File → Make a copy... and save a version of this document to your own Google Drive.



From there, you'll be able to make *private* revisions, save and start sending your emails 😊

Here are the templates, starting first with my 3 favorite cold emails and then the proposal!

Cold Email Template #1: “Your Feature on My Blog”.

Subject Line: *Your feature on my blog*

Body: *Hey [First Name],*

I've been a fan of what you've been doing with [Company Name] over the past couple of years.

I'm reaching out because I'm working on a new piece geared towards [topic of the blog post you're writing] from those who've already been through this experience themselves and I'd love to hear your take on it. The post will be publishing to my blog [optional—that gets x # of readers] and I'd love to get a quick quote from you to include in the piece if you're up for it.

If you'd be able to answer this question in a few sentences, that would be amazing:

*[Relevant question/challenge that will give them an opportunity to showcase their expertise]?
How do you advise people on overcoming that challenge?*

[Your Name]

Cold Email Template #2: The “Referral” Warm Up Hack.

Subject Line: *Contributing to [Company Name] ([Connection] referral)*

Body: *Hey [First Name],*

I've been loving the [relevant (true) complement based on the work in your discipline] coming out of the [Company Name] for the past few months, especially the recent [relevant post, design, rebrand, feature, update and a quick note showing you actually looked at it].

One of my acquaintances, [name of connection] is a contributor to the [Company Name] and she recommended I reach out to you to see if it'd be a good fit for me to contribute as well. Right now, I typically [one liner about the services you offer and niche that it's in, showing your clearly a good potential hire for them].

[If possible, add an extra sentence highlighting relevant past work or offering up more industry credibility boosters.]

Let me know if this sounds interesting and I'd be happy to put together a few ideas on a [deliverable] we can test out!

[Your Name]

Cold Email Template #3: The Direct Approach.

Subject Line: *[Company Name] [Service] (and mention)*

Body: *Hey [First Name],*

I wanted to reach out and give you a heads up that I've been loving the [your service medium] coming out of [Company Name] these past few months. I can appreciate great [your service medium] when I see it :)

Just shared your recent [post, project, design, branding work, app, etc] about [xyz] with my audience on Twitter and I also mentioned the platform as a great resource in one of my recent blog posts [link].

The other reason I'm reaching out is because a large part of my business is working with brands like [reference any relevant past clients or even full-time gigs] and others to help scale [your core service offering].

Would you be up for chatting about [Company Name's] [your core service offering] or connecting me with someone else on your team if that'd be a better fit?

[Your Name]

P.S. Here's where you can read more [link to portfolio page if possible] about my process and the clients I've worked with.

The freelance proposal template starts on page 4 below...

Ryan's Freelance Proposal Template.

[Freelance Proposal Cover Page]

YOUR LOGO

[Company Name] [Proposal Name]
[Proposal Delivery Date]

Prepared by: Your Name <You@YourSite.com>

Prepared for: Contact Name <FirstName@Company.com>

[Page 1]

Meeting Your Needs

I'm going to develop a **[Project Deliverable (i.e. Content Marketing Plan, Brand Book, Logo, Weekly Blog Post, etc.)]** that'll establish **[Company Name]** as a rapidly growing authority in the **[Industry]**, and will quickly **[achieve the core goal you'll be helping with]**. I'll be using my own experience and proven plan in **[previous achievement you've helped contribute to]**. I will **[Proposed Deliverables]** with a dedication to:

[Reiteration of the core goals your services will help the company to accomplish.]
If **[Company Name]** doesn't invest in **[Project Deliverable]**, it risks failing to **[Accomplish Goal (i.e. build email list, develop brand awareness, find new customers)]**.

Recommendations For [Company Name]

To meet **[Company Name's]** goals, as outlined above, I recommend the following services as the most effective path to reaching your ultimate goals:

[Deliverable 1 Example] Publishing & Distributing High Quality Content: As you already know, strategically created (and distributed) blog content is going to build awareness, drive traffic, and generate leads for **[Company Name]**. My plan proposes 3 x 1,000 word blog posts be published each month, with an equal amount of focus and detail placed on developing a unique distribution plan for each piece of content. This will include forums, strategic partners, syndication to publications using my established relationships, and seeding to influencers in the industry.

[Deliverable 2 Example] Developing Incredible Visual Content: Engaging content is a core component driving interest in **[Company Name]**. My plan proposes 1 x detailed Infographic be published each month with the same focus on strategic distribution.

[Deliverable 3 Example] Driving Leads Through In-Depth Content Pieces: The staple of an effective content marketing plan is having something incredibly valuable to give your potential customers, in exchange for collecting their email address and dropping them into a lead nurturing campaign. My plan proposes developing 1 x in-depth piece of content per month that will be gated with a sign up requirement. This will take the form of an eBook, case study, email course, video content, or Podcast series to be determined after evaluating **[Company Name's]** core competencies, preferences, and long-term goals.

[Deliverable 4 Example] Aligning Key Pages with Company's Goals: Content marketing is only as effective as your website allows it to be. My plan proposes 1 x content & copy evaluation. I'll go through all of **[Company Name's]** key pages, existing limited blog content, and offer clear suggestions on optimizing copy & layout for increasing our conversions to magic events (content downloads, trial signups).

Measured Results

In addition to the deliverables above, my **[Your Services]** will deliver the following results for **[Company Name]**:

[Result 1 Example] A Content Roadmap to Success: I'll create a customized content calendar, highlighting key deliverables and traffic/conversion goals that'll meet **[Company Name's]** unique needs. This will establish a solid ground floor of creating, distributing, and regularly tracking the effectiveness of all content marketing efforts moving forward.

[Result 2 Example] Audience-Building, Engaging Content: Based upon an initial assessment of **[Company Name's]** current audience size and traffic patterns, I'll create benchmarks for each piece of content and track weekly performance on an ongoing basis.

[Result 3 Example] Strong Relationships with Aligned Partners in the Industry: Core to my content distribution plan is building strong, lasting relationships with partners, influencers, and publications that will help us grow our audience from their existing pool of users.

Fee Summary

[Your Services] ([Project Duration] @ \$X/month) *Total \$XX,XXX*

Deliverables will include:

1. **[Example 1]** 3 x 1,000 Word Blog Posts Published & Distributed Each Month
2. **[Example 2]** 1 x Infographic Published & Distributed Each Month
3. **[Example 3]** 1 x In-Depth Content Piece Created & Distributed Each Month
4. **[Example 4]** 1 x Content & Copy Evaluation

Sub Total	\$XXXXXX
Tax (7.0%)	(.07 * \$XXXXXX)

Grand Total	(Tax + \$XXXXXX)
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Project Timeline

Should **[Company Name]** choose **[Your Name/Your Company]** to execute this solution as proposed, our timeline for this project is as follows:

Phase	Activities	Completion
Phase 1	Example: Comprehensive audit of Autosend's key pages and strategy development to guide every aspect of the content marketing process moving.	9/7/17
Phase 2	Example: Produce and distribute 3 x 1,000 word pieces of blog content each month.	Ongoing
Phase 3	Example: Produce and distribute 1 x detailed Infographic each month.	Ongoing
Phase 4	Example: Produce and distribute 1 x in-depth content piece each month, based on mutual agreement of content medium.	Ongoing
Evaluation	Example: At the end of the initial 6 month period, I will provide a detailed analysis on audience, traffic, and lead growth based on content marketing efforts.	2/1/18

Next Steps

Let's do this. To proceed with the project as outlined, **[Company Name's]** next steps are to:

- Accept the proposal as-is
- Discuss desired changes with **[Your Name/Your Company]**
- Finalize and sign the contract
- Submit an initial payment of the first month's project fee

Once completed, **[Your Name/Your Company]** will contact **[Company Name]** to schedule a project kickoff meeting to gather information before beginning the work. We're happy to make changes to project scope on **[Company Name's]** request at any time during the project, but this may be subject to additional billing.

Why Choose Me?

[Example Pitch] This is what I do, and I only deliver results I'd be happy with for my own business. I've built an audience for myself from the ground up and I've architected the content marketing strategies for the world's largest live streaming education platform.

My industry relationships will provide the ideal stepping stone for not only creating compelling content, but distributing it to the right audience for **[Company Name]**.

Terms and Conditions

Once the project fee is paid in full to **[Your Name/Your Company]**, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to **[Company Name]** for inclusion in the website are owned by **[Company Name]**.

[Your Name/Your Company] assumes **[Company Name]** has permission from the rightful owner to use any code, scripts, data, and reports provided by **[Company Name]** for inclusion in its materials, and will hold harmless, protect, and defend **[Your Name/Your Company]** from any claim or suit arising from the use of such work.

[Your Name/Your Company] retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. This agreement becomes effective only when signed by agents of **[Company Name]** and **[Your Name/Your Company]**. Regardless of the place of signing of this agreement, **[Company Name]** agrees that for purposes of venue, this contract was entered into in **[State/country you do business in]** and any dispute will be litigated or arbitrated in California.

Payment must be delivered by the 7th of each month until the termination date, and this contract may be terminated with 15 days written notice by either party.

The agreement contained in this contract constitutes the sole agreement between **[Company Name]** and **[Your Name/Your Company]** regarding all items included in this agreement.

[End]

Thanks for downloading.

I'm always happy to help with free tips and advice. Just shoot me an email: ryan@ryrob.com

And remember, in my [full post about writing cold emails](#), I break down real case studies for each of these (including screenshots of deals worth tens of thousands of dollars in the making) and explain when you should use each of these cold emailing strategies.

Happy pitching!