

WINNING PROPOSAL FORMULA



Winning Proposal Formula

Creating a winning proposal is all about standing out to the client and adding value before you have ever spoken to them. It is your chance to create an impactful first impression.

It is vital to be unique and invest the proper time crafting your proposals so you have the best chance of success.

Also, be sure to remember that finding the right jobs to apply to is just as important as the proposal you send out.

Proposal Format

- **Proposal Settings:** This is where you choose what profile you want to use for your proposal. You can either use your general profile or one of your specialized profiles.
- **Job Details:** This is the actual job post and description. It contains the description of what the client is looking for, when the job was posted, the time-frame of the job, as well as the type of freelancer needed (skills, experience level, etc).
- **Terms:** The terms section is where you place the bid for the job. If it is an hourly position (which is determined by the client) then you choose an hourly rate.

If it is a fixed-price job, then you select the fixed rate along with any milestones you would like to include. A milestone is where you break the projects into different phases and the money gets held in an Upwork protected escrow account.

- **Additional Details:** The additional details section is where you actually write your proposal and it consists of your cover letter, along with any questions the client includes for you to answer.

Some clients will just not ask any additional questions which you would then only include your cover letter.

Last but certainly not least, you are able to include up to 10 attachment files to supplement your proposal.

*Do not attach your resume here or your cover letter as your entire Upwork profile is automatically forwarded to the client when you send your proposal.

The Cover Letter

Your cover letter is the bulk of your proposal and what the client sees first when sorting through the applicants for their job posting.

It is important to thoroughly read the job post because oftentimes clients will sneak certain words they want you to use in the proposal.

When they do this, make sure to include the word in caps as the first word on your cover letter to let them know you read the post fully.

A lot of people copy and paste their resume/cover letters. **DON'T DO THIS!** To stand out from the competition and create winning proposals that land clients, every proposal you send needs to be 100% unique.

This is how a profitable cover letter is structured:

- **Attention Snagging Opener (AKA a pattern interrupt)**
- **Start Delivering The Work (The most impactful part)**
- **Include Relevant Experience or Testimonials (If none, include 3rd party data)**
- **Summarize Your Overall Approach To The Job (A brief overview builds credibility)**
- **End With A Clear Call To Action & Build Urgency (Ask to speak today)**

Client Questions

When clients include questions to be answered with the proposal, be sure to spend time answering them to the best of your ability.

You should write at least a paragraph for each question asked because it shows that you took the time to fully answer all of their questions. There is a reason they included them and this is a huge way to separate yourself from the competition because most people are lazy and will answer in 1 word or 1 sentence.

If there is not enough information provided to accurately answer, then follow up by providing what additional information you need from them in order to answer.

Proposal Attachments

Always always always include attachments with every single proposal you send. Once again, our goal is to stand out from the competition and build as much trust and credibility as possible with each proposal sent.

If you do not send attachments with your proposals there is no excuse for not hearing back from clients. Take this part seriously and clients will start taking you seriously.

There are many different types of attachments you can include. Even if you include a link to a case study in your cover letter, it doesn't hurt to include it in the attachments as well.

Here are some attachments I suggest including on proposals:

- Personalized Selfie Video Describing How You Can Help The Client
- Screen Recording Of Your Computer Showing How You Can Help
- Case Studies That Are Relevant To The Job Posting
- Reports Of Past Clients You Helped In The Same Industry
- Screenshot Of Your Upwork Reviews

Key Success Factors:

In addition to creating a winning proposal using the formula provided, it's also crucial that you follow these key success factors so you can have success.

- **Price yourself competitively.** Aim for bidding just under the top bids.
- **Only apply to jobs quickly.** Once a job has 20-50 proposals it's likely too late.
- **Say that you want to build long term relationships** in your proposals.
- **Never Copy & Paste** proposals if you want to have success.
- **Quality vs. Quantity.** 3 great proposals are more valuable than 20 rushed ones.

How it Looks From The Client's Perspective

Here is a behind the scenes view of what proposals look like from the clients perspective on Upwork.

As you can see, your photo, title, name, bid, location, amount earned, and beginning of your cover letter are shown.

When sending proposals out, that is why the first sentence of your Cover Letter needs to be as attention grabbing as possible.

Blog Writer needed for Spiritual / Self Help / Healing / Inspiration / Meditation niche.

[VIEW JOB POST](#) [INVITE FREELANCERS](#) [REVIEW PROPOSALS \(3\)](#) [HIRE \(1\)](#)

[ALL PROPOSALS \(3\)](#) [SHORTLISTED \(0\)](#) [MESSAGED \(0\)](#) [ARCHIVED \(23\)](#)

[Q](#) [Filters](#) Sort: [Highest fixed bid](#) View [≡](#) 15 invites left

[23 Archived](#)



Dimitri [REDACTED]
Copywriting Specialist

\$120.00 **\$0** earned **Amherst, MA**

Cover letter - Hello, I'm intrigued by this project! While I've written blogs, and I've written about self-help, I've yet to do both in a single piece. As a seasoned freelance writer, I'm good at quickly assimilating background information, fram ...

[Best Match](#)



Deirdre [REDACTED]
Horoscope Writer

\$120.00 **\$70+** earned **Pomona, NY**

Cover letter - Hi, my name is Deirdre and I'm interested in applying for this project. I've been running my own blog since October 2017 and I cover all topics related to mental, emotional, and spiritual health. Additionally, I have a weekly n ...

[Best Match](#)



Camille [REDACTED]
Transcription Editor/Proofreader, Content Repurposer/Audio Clean Up

\$300.00 **\$400+** earned **Irving, TX**

Cover letter - Hello, This sounds like a great fit for my experience and specialty. I'm a former full-time copywriter and a current freelance writer who writes about spirituality, natural health and conscious living. I have over 13 years of combi ...

What a Winning Proposal Looks Like

Below is an example of what a good proposal should look like. As you can see, you need to spend the time to create meaningful proposals that generate interest with the client.

Additional details

Cover Letter

I'm Paul, a proud Google Certified Professional. Please feel free to check out my profile reviews to discover the happy Google Ad clients I have helped so far. I'm a great fit to help you get Google Ad retargeting ad setup and optimized.

I'm a great fit because I specialize in building & optimizing PPC campaigns focusing on conversions, and not just clicks and impressions. I have a proven record of working with businesses to help them reach their marketing goals using targeted pay per click advertising because I look at the bigger picture and analyze data to make informed decisions which are very important in retargeting campaigns.

I'd be able to analyze where you are currently at, which includes auditing your current Google Ads retargeting campaigns (if you have them) and understanding your business goals. From there I would go into campaign creation mode, using the valuable data you currently have combined with research on my end. I then specialize in daily account management and weekly optimizations

3250 characters left

Do you have any experience in retargeting ads, Please email us why would you be the right one for this job.

Yes, I have extensive experience running Google Ad Campaigns on all networks, including Retargeting ads. Retargeting ads are

What a Winning Response To An Invitation Looks Like

Once you have built a rockstar Upwork profile, clients will want to work with you.

When a client sends you an invitation to a job, it doesn't require any 'connects' to apply and you have a much higher likelihood of closing the deal because they already expressed interest in you.

Additional information

Cover Letter

AVOCADO! I appreciate you inviting me to review your YouTube Ads Expert Consultant Job Posting.

My name is Paul, and I am a Google Partner as well as Google Certified professional. I approach every digital advertising strategy the same way... to get results.

I take my 6+ years of Google Advertising experience combined with my \$4.8m in managed spend to provide the best campaign management, consulting, and coaching I possibly can.

Lately, I have been working more and more on the YouTube ads platform because of 2 reasons. #1 It is an extremely cost-effective way to get advertising results. #2 We can target users by using a "sniper approach" like never before!

I can help walk you through YouTube Ads best practices as well as in-depth campaign strategy based on your specific situation and goals.

In order to provide more info, I need to learn more about what your company does and how you are looking to leverage YouTube.

Please let me know when you are available to touch base this week.

Thanks
- Paul Mendes

>>> Reviews From My Upwork Profile Attached Below <<<



3922 characters left

Attachments (Optional)

 Paul M Upwork Reviews.png (307.7 KB)



drag or [upload](#) project files

You may attach up to 10 files under the size of **25MB** each. Include work samples or other documents to support your application. Do not attach your résumé — your Upwork profile is automatically forwarded to the client with your proposal.

Cancel

Submit

*Illustration by Stories by FreekpiK