

Key points of Proposal

Your proposal is the winning ticket to securing the job on Upwork

Created By Himel Ahmed

Key Points those you should follow:

1. Clearly state the project scope and objectives
2. Highlight your relevant experience and qualifications
3. Show your understanding of the client's needs and concerns
4. Provide a clear and detailed project plan and timeline
5. Include a fair and reasonable budget or hourly rate
6. Share relevant examples of your work or portfolio
7. Avoid grammar and spelling errors.



Highlight Your Industry Experience

Start with
a custom greeting

Hello [CLIENT'S NAME]!

Make a connection
with the client

It's exciting that your company is looking to do [PROJECT TYPE]!

I understand that finding the right fit for your [PROJECT] is a top priority. Getting the right [PROJECT DELIVERABLE] is critical to your company's growth and success.

Share your relevant
industry experience

With [X] years of experience in [INDUSTRY], I have worked with companies just like yours on many similar projects. For instance, I...[PAST PROJECT EXAMPLE]. This gives me just the right experience and perspective that you're looking for.

I've attached some samples for your review.

Close with an invitation
to discuss the project

I would be happy to discuss your project needs and how I can help you meet them.

I look forward to talking to you!

[YOUR NAME]

Highlight Your Relevant Interest


Open with why the project interests you

[CLIENT'S NAME],

Your post for the [JOB TITLE] stood out to me because it is extremely similar to the work I've provided for many of my other clients.

Ask questions that demonstrate your knowledge

Have you had previous projects like this that gave you the results you needed? What worked and what didn't?

 TIP: You'll need to draw on your own experience for this and offer a scenario that fits this client's job post

The biggest mistake I've seen other companies make when embarking on [PROJECT] is not thinking of [DETAIL].

Share relevant experience that shows your expertise

In order for the project to be successful, you have to [PROJECT TASK]. One example of similar projects that I've handled in the past includes [PROJECT EXAMPLE], where I helped my client successfully [OUTCOME].

Show that you're available to talk

Are you available to talk about your project more this week? When is the best time for you?

Thanks again for using Upwork!

[YOUR NAME]

Highlight Your Skills And Expertise

Open with a detail about why the job interests you

Show your value by sharing relevant information



TIP: You'll need to do your own bit of research to find the right fact to fit in here

Show confidence that you can deliver

Link to relevant samples

Close by inviting the client to connect

[CLIENT'S NAME],

Your [PROJECT] caught my eye because of the unique challenge it offers. I particularly liked [SPECIFIC DETAIL], which aligns with my work values and goals.

Did you know that in [INDUSTRY], only [%] of [JOB TYPE] projects are completed with successful results?

A project like this really needs someone with [SKILL] to think through [PROJECT DETAIL].

I have no doubt I can provide this because I've already helped [NUMBER] other clients just like you with [PROJECT TYPE].

I've attached some recent examples of work I've done, and I can provide other references if you'd like.

How about we connect and go over exactly what you're looking for in a [JOB ROLE]? What's your schedule like?

Thanks!

[YOUR NAME]

Final Cover Letter Sample

- Greetings
- Project and Meet the client needs
- Experience, Skills and Expertise
- Your Samples
- Client Invitations
- Closing

Hello there, Good Day!

Describe 1/2 line about the project. Specific Freelancer Categories.

Your Experience, Skills and Specific Expertise. Example:-

[I'm the right person for you. I have completed more than 350 jobs based on online and local marketplace with. I have {Skills} for this projects]

Sample link: [Website / Portfolio link- <http://xyz.com/>]

Hope together we can develop your business. Before enrolling with you [Project Name], I need clear Brief from you. You will get 24/7 support from me.

Best Regards

Your Name [XXXX]





Any Question?

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Thank You!

Wish you all the best.

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