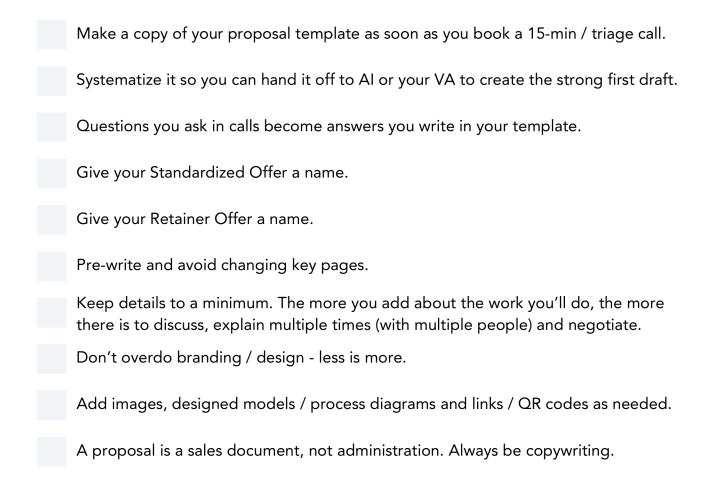
THE INTENSIVE

YOUR TEMPLATED PROPOSAL



NOTES FOR OPTIMAL PROPOSALS







Let's get the work done.

TITLE PAGE

Fill in the "channel" area

Add your name in the Prepared By line

The template



https://copyhkr.com/tif-pt

LETTER

Add your signature

Complete the contact information

PROOF PAGE

Add your primary KPI (as per Week 4)

Add one testimonial

Add a second testimonial

Add a third testimonial

If you have a video case study or large proof page, make a QR code and shortlink, and add both to this page

Where can my VA or team and I always find an updated list of testimonials? Add URL.

Where is my SOP for collecting testimonials and adding them to the above folder or sheet?

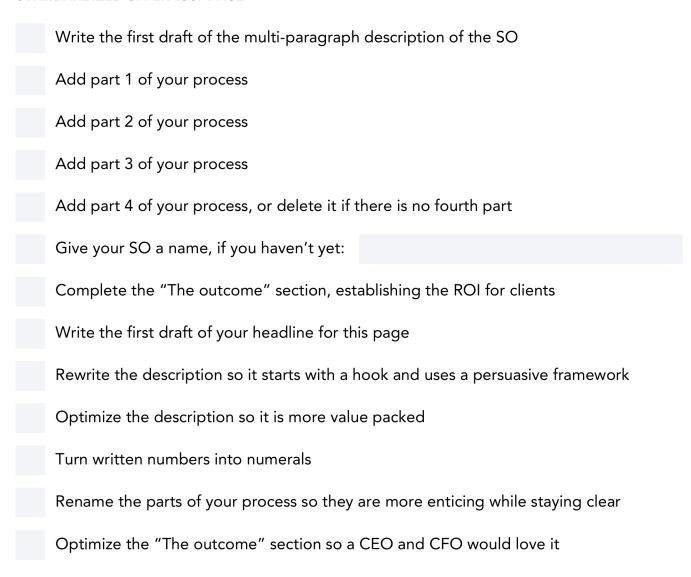
INTERMEDIATE





Let's keep on keepin' on...

STANDARDIZED OFFER (SO) PAGE



Where can prospects and leads find more information about your SO? List all spaces.







Let's keep on keepin' on...

RETAINER OFFER (RO) PAGE

Write the first draft of the multi-paragraph description of the RO
Update the parts of the process if they don't match those in the template
Give your RO a name, if you haven't yet:
Complete the "The value of" section, establishing the ROI for clients
Write the first draft of your headline for this page
Rewrite the description so it starts with a hook and uses a persuasive framework
Optimize the description so it is more value packed
Turn written numbers into numerals
Optimize the "The value of" section so a CEO and CFO would love it

Where can prospects and leads find more information about your RO? List all spaces.

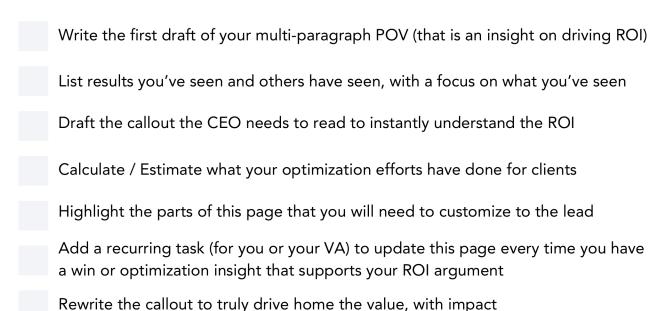






Let's keep on keepin' on...

ROI PAGE



TEAM / EXPERTISE PAGE

Write your bio

If you have a team member, add their bio and upgrade their title

Fill in any gaps for team members with the description of the person you plan to hire next to fill that role and support your expertise

Write the opening paragraph

Rewrite the opening paragraph to lead with a stronger hook

Revise the page to clearly and distinctly call out / highlight expertise

Take 5 mins to make a wishlist of everything you will do in the next 6 months to make the not-yet-true and/or not-yet-glowing parts of this page come to life







YOU'RE ALMOST DONE!!

PRICING AND START DATE PAGE

- Update the SO name
- Copy-paste a short summary of the SO from the dedicated page
- Add the flat-rate price for the SO
- Update the RO name
- Copy-paste a short summary of the RO from the dedicated page
- Add the monthly recurring price for the SO
- Update the timeline with appropriate names

SIGNATURE PAGE

- Write your name
- Write your title
- Write your company name

DOCUMENT

- Change the page numbers, if necessary
- Change the titles of the pages in Canva (at the top of each sheet)
- Brand it to make it yours
- Save it as a template in Canva, and add it to a folder if necessary



