

Client project proposal

Prepared for [Client business] | Prepared by [Your name] | [Date]

The project

Build a clear marketing foundation for [Client business] so its next campaign communicates one focused offer to [Target audience].

What is included

Workstream	Deliverable
Discovery	One 60-minute call and review of supplied materials.
Strategy	Audience summary, offer statement, and channel priorities.
Delivery	One written action plan and one feedback round.

Schedule and investment

Proposed start: [Start date]. Target delivery: [Delivery date], after all required materials are received. Project fee: [Currency and amount]. Payment schedule: [Deposit and balance terms].

Your input

Please provide your business brief, existing brand materials, and one person to consolidate feedback. Send feedback within [Number] business days so the agreed schedule remains workable.

The next step

Reply to [Your email] to confirm the scope and discuss the schedule. Work begins after both parties agree the final scope and a separate service agreement, where needed.

Editing note: replace every bracketed field. This proposal is an editable scope summary, not a complete legal agreement.