

The Proposal Checklist

Before you go to prepare your sexy proposal, make sure you got this stuff figured out:

- ☐ I know why I'm interested in this project.
- ☐ I understand what this specific client is looking for which they found or couldn't find with my competitors.
- ☐ I understand which unique aspects of my work will help me land this project.
- ☐ I understand the client's motivation for this project.
- ☐ I know how I can help the client, and what value my work will provide them.
- ☐ I understand exactly what tasks are being asked of me.
- ☐ I understand the level of complexity required for the desired outcome.
- ☐ I have set my priorities in terms of the different products, including payment, time spent and level of interest.
- ☐ I understand the client's financial state as well as my own state for the duration of the project.
- ☐ I've calculated my break even rate and what would be the ideal price of this project to me.
- ☐ I understand what is simple and what is complicated for me to do on this project.
- ☐ I've decided how to price the project as a whole.
- ☐ I've thought of more project additions to suggest the client.
- ☐ I have specified three payment packages in the project and made sure all three work best for me as well as for the client.
- ☐ I have come up with a payment program that would make both me and the client happy.

Now you're ready.

The Designer's Pricing Class