

[Name of my company]

Logo

# [Name of the company receiving my quote]

Date

Email Address

Your Website

## Section 1

### What we are talking about here

[Describe the project briefly - what the client has asked you to do, what they need it for, what's in it for them]

Example:

1. Online store Cat's Pajamas will offer sexy and humorous PJs for the cat owner market. The website will allow customers to purchase the right PJs for their cats: they can pick the color, the print and the size.
2. Shopping in the webstore will be fast, safe and fun, and will encourage the customers to come back and buy even more PJs.
3. The webstore will be branded specifically for the market of cat lovers.

## Section 2

### Why you should hire me

[Here you explain to the client why they should pick you of all designers. Think about what makes you unique, your talents, your experience, as well as things which may not be strictly profession-related but might still prove highly valuable for this specific job]

Example:

1. My clients know this about me: I'm extremely punctual. Thanks to my experience, I know how to foresee future obstacles, and I alert about them as early as possible if a delay may be caused by a third party. In this project, more than ever, I realize how important it is to keep deadlines, because of the relatively tight schedule and because we want to be ready in time for Christmas shopping.
2. I have previously designed for two other e-commerce websites selling real-life tangible products. I understand the importance of UX for creating a quick and simple shopping experience for the customers, as well as the complications that may arise in buying via mobile.

3. Max and Moritz are the names of my two Siamese cats. I adopted them when they were only two months old – that was seven years ago. I love them as if they were my own children and I can understand why cat lovers would want to purchase PJs for their beloved pets. I understand how to engage this type of audience.

### Section 3

#### **What needs to be done**

[Explain to the client what exactly you intend to do. The more specific you are, the easier it will be for them to understand why you charge the price you charge. Remember your client knows very little about design, possibly very little about projects in general, so you have to address them in a simple and straightforward language. Share with them the stages of your work. Add optional additions which are not obvious, or which the client did not ask for but you can offer them because you feel they may be valuable for them]

Example:

1. First we must decide what the branding will be like. We will need to identify and characterize the target audience, understand how it might reach the website and which expectations we want them to have while they surf. We will decide on the right message to send to feline lovers and how to give them a sense of community.
2. Developing the design language – in accordance with the branding we chose, we will choose a color palette and fonts and develop a logo and a tagline for the website.
3. Designing the home page – this is the most important page of all, in which the customers learn what the website is all about and why they should browse it and buy PJs there.
4. Designing the store pages – what will a single product page look like? What will different category pages look like? Also develop the browsing pages and further products.
5. Design the rest of the website – “about”, “contact” etc.
6. [optional] Design a mobile-friendly version of the website.
7. [optional] We will design shirts for cat owners with the website’s brand (and funny slogans like “At home I walk around in PJs. So does my cat”).
8. [optional] Customization – we will allow customers to insert their own slogans or the name of their cat to appear on the PJ design, making them feel like they have a unique product only for them.
9. [optional] We will design a brand blog, “Kitty Nap”, a humorous blog which will be written from the cat’s POV and which purpose is to bring customers to the store using quality content that can go viral online.

## Section 4

### Pricing

[Here you specify the three options you built from the various sections of the third chapter. The prices in this example are completely made up. Use the lessons and the tools we have provided to decide how to price the various options. You can also add a paragraph offering a convenient payment plan – this will be helpful for negotiations.]

Example:

All prices are in US dollars and do not include VAT

- **Bronze option** = Branding, developing the design language and designing six pages for the website including the store: 27,500
- **Silver option** = Everything included in bronze + mobile design + customization: 36,000
- **Gold option** = Everything included in silver + design cat owner t-shirts + designing the “Kitty Nap” blog

**The pricing will be made from your choice of desired options. I will be happy to provide pricing for other option combinations if necessary.**

Initial payment plan offer:

- **30%** in advance
- **30%** after branding and developing the design language
- **40%** after concluding the project

## Section 5

### The next steps

[Here you explain to your client how to take things from here, and encourage them to continue onto negotiations]

- If the offer is relevant, let’s set up a meeting to discuss:
- Analysis of costs, risks and expectations, including the option to reduce costs by rejecting some of the project options
- Going through the website’s requirements in detail
- Setting up exact deadlines and schedules
- Deciding on a payment plan

Now go kick some ass.