

Sample Proposal



Project Company Brochure
 Date Date
 Client Client
 Contact Name

Task	Projected Hours		
	Best Case	Worst Case	Likely
Take Brief / Ask Questions / Prepare Quote	2.00	2.00	2.00
Study Source Materials / Elicit Information	2.00	4.00	3.00
Amend Brochure Structure (if necessary)	0.00	1.00	0.50
Set Language Tone	0.50	1.00	0.75
Write Brochure (1,200 words*)	4.00	6.00	5.00
Edit Brochure (after client feedback)	0.00	2.00	1.00
Proof Final Brochure	0.50	1.00	0.75
Discuss Project (all phases)	2.00	4.00	3.00
Expenses / Admin / Ancillary Tasks	1.00	2.00	1.50
*A brochure with fewer words will naturally require less time; we only charge for time actually worked.			

			12.00	23.00	17.50
Rate	\$120.00	Sub Total	\$1,440.00	\$2,760.00	\$2,100.00
		+ GST	\$144.00	\$276.00	\$210.00
Total			Best Case	Worst Case	Likely
			\$1,584.00	\$3,036.00	\$2,310.00

Notes This is not an invoice

This proposal is valid for 30 days from the date of this document.
 It's intended to illustrate best and worst case outcomes. For a best case outcome, all parties must be:
 Accessible, clear, consistent, decisive, fast acting, flexible, intelligent, resolute and trusting.
 Any effort made to organise content prior to our involvement will also assist a best case outcome.

Terms: Fortnightly invoicing for hours spent. 14 days / EFT payment. All work remains Empire property until paid for in full.

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