

# Sample Proposal



Fighting Words

Project Website Content  
 Date Date  
 Client Organisation  
 Contact Name Email

Task	Projected Hours		
	Best Case	Worst Case	Likely
Take Brief / Prepare Quote	2.00	3.00	2.50
Study Source Materials	3.00	6.00	4.50
Set Language Tone	0.50	0.50	0.50
Set Structure	3.00	3.00	3.00
Edit Structure (After Client Feedback)	0.00	2.00	1.00
Write Copy (Estimated at 1,000 Words*)	4.00	6.00	5.00
Edit Copy (After Client Feedback)	0.00	3.50	1.75
Insert Search Engine Optimisation Keywords [TBA]	0.00	2.00	1.00
Proof Final Copy	1.00	2.00	1.50
Questions / Discussion	3.00	4.00	3.50
Expenses / Admin / Ancillary Tasks	1.50	3.00	2.25
* More or fewer words will increase or decrease time spent; we only charge for time actually worked.			

18.00                      35.00                      26.50

Rate	\$120.00	Sub Total	\$2,160.00	\$4,200.00	\$3,180.00
		+ GST	\$216.00	\$420.00	\$318.00
<b>Total</b>			<b>Best Case</b>	<b>Worst Case</b>	<b>Likely</b>
			\$2,376.00	\$4,620.00	\$3,498.00

## 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.**

**The Feisty Empire**

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