

8 ELEMENTS OF AN AIRTIGHT PROPOSAL



1 YOUR WORK HOURS

Mention your availability in terms of days and hours. Also mention your timezone. For example: Monday to Friday, 10 AM - 4 PM BST.



2 CLEAR SCOPE OF WORK

State exactly what services you are offering, including the number of content pieces, number of edits offered, and estimated duration of the project.



3 WHAT IS NOT INCLUDED

In your scope of work, always highlight what is **not** included. For example: you may not be transcribing the subtitles for the video editing. Or you may not be writing the copy for the graphic designs.

4 NUMBER OF EDITS OFFERED

"Up to x rounds of edits will be offered per piece of content. These edits must be requested within n days of starting the work."

Mention this in your proposal to avoid perpetual edit requests from the client.



5 FEES

Mention your fees, including any package deals and discounts offered. Also mention the currency every time you discuss the fees.



6 PAYMENT TERMS AND PAYMENT PLAN

Mention what % of your fees must be paid in advance, how it should be paid (PayPal, bank transfer etc), and when it must be paid. Where applicable, clarify who bears the transfer costs.

If the project is long-term, provide a fixed payment plan for the complete duration.



7 TOTAL DURATION OF THE PROJECT

Always set and share the total duration of the project. This will ensure your clients respond promptly, and you complete the project within a fixed duration. For example, "The project must be completed within 45 days."



8 REFUND POLICY

Do you offer refunds? If yes, at what stage of the work do you offer the refund, and what amount? Mention this in your proposal to avoid any issues with your clients at a later stage.

Add details that you find suitable to the nature of your work. Keep updating your terms and conditions based on your experiences with new prospects and clients.

Make sure the **words** you use in your proposals and contracts are specific and clear, and do not create any ambiguity for your clients.