SAMPLE – FICTIONAL DETAILS · NOT A REAL PERSON, BUSINESS OR OFFICIAL FORM

Freelance proposal pack (sample of 5)

Two of five sample proposals for Meera Krishnan (fictional). The live pack contains five, each tailored to a brief. Sample – fictional details. The people, employers, universities and addresses do not exist.

Proposal 1 — One-page shop website

To: Hari Menon, Nila Spices, Thrissur (fictional)
Subject: Proposal for a one-page website and catalogue

Thank you for the call. I would design and write a one-page site with a short story, a product grid, an enquiry form and WhatsApp link, in English and Malayalam headings. Timeline: five working days for the first draft, then one revision week. You would need to supply photos and prices. Hosting and the domain are not included in this design fee; I can list the steps.

Delivered: Figma file, exported assets, and the content in a document you can hand to a developer — or a simple built page if we agree that scope in writing first.

Proposal 2 — Clinic booking flow

To: Lakeside Dental (fictional clinic), Ernakulam

I would map the current booking path, redesign the four key screens (service choice, dentist, time, confirm), and write the SMS and email confirmation text. I would need one hour with the front-desk lead and a list of appointment types. Two revision rounds are included.

Proposals 3–5 in a paid pack would follow the same structure: understanding, scope, timeline, what we need from you, and what is not included.