

# Proposal

[Client] – [Project]



**Prepared for:** [Client contact, Title]

**Prepared by:** Project Lavos LLC

**Date:** [Month DD, YYYY]

**Valid through:** [Month DD, YYYY] (30 days)

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## 1 Executive Summary

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[One short paragraph framing the problem in the client's own terms: what they are trying to achieve, what is currently blocking it, and why now is the moment to act. Keep it to three or four sentences and lead with the outcome they care about, not the work.]

**Recommendation.** We recommend the **[Build]** tier: [one sentence naming the core deliverable]. This [achieves the primary business outcome] within [timeframe] at an investment of **\$[X,XXX]**, with a clear path to expand into [Dominate] scope once [the leading indicator] is proven.

[Optional second paragraph: name the single most important success metric and how it will be measured, so the proposal is anchored to a number both sides agree on, e.g. “[+25% qualified leads within 90 days], measured in [GA4 / CRM].”]

## 2 The Opportunity

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[Two or three paragraphs of context. Establish the current state, the gap, and the cost of inaction. Use evidence the client recognizes – their own numbers, their market, their competitors – not generic claims.]

### 2.1 Where things stand today

[Describe the current state factually. What exists, what works, what does not. No editorializing – this section should read as something the client would nod along to.]

### 2.2 What this unlocks

[Describe the upside. Tie each capability back to a business result. Where a figure is used, derive it – e.g. “[at a 2% conversion rate on [3,000] monthly visitors, that is [60] qualified inquiries per month].”]

A representative outcome at the recommended tier:

- **[+25%]** [qualified leads within the first quarter]
- **[<2s]** [page load on the core conversion path]
- **[1]** [single source of truth replacing [N] disconnected tools]

## 3 Three Tiers

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Each tier is a complete, shippable engagement – not a partial version of the next one up. Start where the risk profile fits; expand when the results justify it.

**Tier 1 – Validate**

*Prove the thesis before committing to scale.*

it of current state  
page or prototype  
round of revisions  
mended next step

Investment: **\$[1,500]** | Timeline: **[2 weeks]**

**Tier 2 – Build**

*Ship the full solution and the system to measure it.*

ation built to spec  
wired end to end  
pass (WCAG AA)  
st-launch support

- Everything in **Validate**, plus:

Investment: **\$[3,500]** | Timeline: **[4–6 weeks]**

**Tier 3 – Dominate**

*Build the moat: own the channel and compound the advantage.*

going optimization  
ation across [tools ]  
review + roadmap  
tainer support, [N hours/month]

- Everything in **Build**, plus:

Investment: **\$[5,000] + \$[1,500]/mo** | Timeline: **[ongoing]**

## 4 Recommended Tier

We recommend starting with **[Build]**.

**[Build]** delivers the complete solution and the measurement system in one engagement, so [the primary outcome] is achieved – not just scoped – within [4–6 weeks]. **Validate** leaves you with a prototype but no production system; **Dominate** commits to ongoing spend before the core asset has proven its return. **[Build]** is the point where the risk is lowest relative to the result.

[One paragraph tailoring the recommendation to this client specifically: reference their timeline, their internal capacity, and the decision they are actually facing. The goal is for the reader to feel the tier was chosen for them, not pulled from a menu.]

## 5 Scope

The table below maps every deliverable to the tier it first appears in. A deliverable included in a lower tier is included in every tier above it.

Deliverable	Tier	Included
[Discovery workshop & current-state audit]	Validate	✓
[Baseline metrics report]	Validate	✓
[Core deliverable (page / prototype)]	Validate	✓
[Full site / application build]	Build	✓
[Analytics & conversion tracking]	Build	✓
[Accessibility pass (WCAG AA)]	Build	✓
[Deployment & 30-day support]	Build	✓
[Content / campaign engine]	Dominate	✓
[Custom integrations & automation]	Dominate	✓
[Quarterly strategy review]	Dominate	✓
[Priority retainer support]	Dominate	✓

## 6 Timeline

Indicative schedule for the recommended **[Build]** tier. Dates anchor to the kickoff date confirmed at signing.

**Week 1 – Discovery** | [workshop, audit, baseline metrics]

**Weeks 2–3 – Build** | [design, development, content]

**Week 4 – Refine** | [revisions, a11y, QA]

**Week 5 – Launch**

[Note any dependencies that affect the schedule: client-side content delivery, third-party access, review turnaround. State the assumed revision-turnaround SLA so the timeline is honest, e.g. “[assumes feedback within 2 business days per round].”]

## 7 Next Steps

To move forward:

1. **Confirm the tier.** Reply with your selected tier, or book a 15-minute call to talk through the fit: [link / email].

2. **Sign & schedule.** We countersign and lock a kickoff date; a [50%] deposit initiates the engagement.
3. **Kickoff.** We hold the discovery session within [5 business days] of signing and the timeline above begins.

**Questions before you decide?** Reach [Matthew Scott] directly at [[matthewd-scott7@gmail.com](mailto:matthewd-scott7@gmail.com)] or [502-345-0525]. This proposal is valid through [Month DD, YYYY].