

INKLINE

Proposal + Rate Card Pack

A proposal you can fill, a rate card you can send, a change order for when the work moves.

12 pages · Letter · No slide deck required

INSIDE THIS KIT

Sample: cover + how to use

Full pack: 12 pages after purchase

PAGE 02 IN THE FULL PACK

How to use this pack

These pages are meant to be filled, exported as a PDF, and sent as the whole proposal — not pasted into a 19-slide deck. Keep your voice. Delete any section that is theater.

A working sequence

- 01 After a fit call, fill the proposal pages the same day while their words are still in your notes.
- 02 Attach or send the rate card only when the relationship is hourly / ongoing. For a fixed project, the investment section of the proposal is enough.
- 03 When they ask for “just one more thing,” fill a change order before the thing starts. A reply-all email can wait; the numbers cannot.
- 04 Signatures belong on the acceptance page. A “looks good” in chat is not a start date.

Tone

- Write like a letter, not like a pitch deck. Short sentences. Their nouns, not yours.
- Put the price on the same page as the scope. Hiding it does not make it smaller.
- Say what you will not do. It is a kindness.

The full Proposal + Rate Card Pack (12 pages) adds the proposal body, rate cards, package comparison, change order, short terms, and an acceptance page.

SAMPLE