

**Client:** Course assignment for The Secrets of Strategic Copywriting  
Instructor: Steve Slaunwhite

**Project:** Rewrite website copy promoting a new teleclass

**Objective:** Persuade readers to sign up for the class

## **COPY:**

### **How to Create Quotations and Proposals that Win You Work *Free Teleclass for Graphic Designers***

As a freelance graphic designer, you know that most of the projects you go after – even the ones from current clients – require a detailed quotation or proposal.

To win these assignments, you need to create highly persuasive proposals.

But, don't worry. You don't need to pay a fortune for a professional writer to develop your stellar proposals. You don't even need to take much valuable time away from your billable design hours to generate new business.

***In my upcoming FREE teleclass, you'll learn how to improve your proposal template to increase your win rate by 20% or more.***

That's 1 more job you win out of every 6 you bid on!

### **The 5 Keys of Success**

During my 20 years as a freelance graphic designer, I've bid on hundreds of projects. After much trial and error, I've dramatically increased my "win rate" by developing and applying 5 simple Keys to Success.

Knowing these 5 Keys early in my career would have enabled me to spend more time on billable projects and less time on marketing efforts, which is why I want to share them with you.

You're probably already familiar with two or three of these Keys. But you need all five in your proposal – firing on all cylinders – before you see any real results.

In my teleclass, you will learn:

- Why a proposal, not your resume, is your best tool for generating work
- How to identify challenges businesses face with their existing design work and how to present yourself as the best solution
- Why your proposal should not be any longer than 1 page
- Why your current freelance rates might be too low

- How to follow through with your proposals to maximize your chances at winning new projects
- And much more!

As an added bonus, you will also receive:

- **A recording of the teleclass.** Refer to the 5 Keys of Success any time you want to attract a new client or receive more projects from your existing clients.
- **An example of a winning proposal.** Apply its winning principles to your own proposals to generate more work and increase your income.

After the teleclass, you will be prepared to immediately improve your proposals and push your business forward to the next level.

### **Register for this Free Teleclass Today!**

***Mark your calendars for Tuesday, October 21<sup>st</sup>  
10:00 AM – 11:00 AM.***

The teleclass is set up like a conference call. All you need is a phone and a spare hour. I'll give you a call when the class begins.

***If you want to improve your chances of winning design projects, as well as increase your freelance income, then click the "Sign Me Up!" link below.***

Space in this once-a-year teleclass always goes fast, so be sure to register for this free seminar today!

For additional information, please email me at [successfuledesigner@5keystosuccess.com](mailto:successfuledesigner@5keystosuccess.com) or phone (416) 555-5555. You can also register online at [www.5keystosuccess.com](http://www.5keystosuccess.com).