AgencyGod

THE FREE TEMPLATE

● THE CLOSE SERIES · VOL. 04

The Proposal That Closes Itself

The fill-in, **9-page** proposal structure that gets e-signed instead of ghosted. Built on the data: shorter proposals win, e-signature deals are 3.3 to 3.4x more likely to close, and the price objection you keep hearing is almost never about price.

- Why long proposals lose
- The 8-block structure
- Good / Better / Best pricing
- The e-sign block
- The message to send with it
- The 5-touch follow-up

A template from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid $10,000

THE LIE YOU'VE BEEN TOLD ABOUT PROPOSALS

You're not getting ghosted over price.

The call went great. They said "just send a proposal." Then they went dark. Here's what actually happened.

Most agency proposals are a price and a list of deliverables in a 15 to 20 page PDF attachment. You send it, you wait, you hope. You have no idea if they even opened it. And when it dies, you tell yourself they went with someone cheaper.

THE NUMBER THAT CHANGES HOW YOU SELL

Sales teams blame **~70% of lost deals on price.** When you actually dig in, only about **30% are real price problems.** The other 40% are value, urgency, and discovery gaps that the proposal failed to close. You didn't lose on the number. You lost because the document never made the yes feel obvious or safe.

**A proposal is not a price sheet.
It's the last sales call, on paper.**

And longer is worse, not better. Proposify studied 1.3 million proposals. Won deals averaged about 11 pages and 7 sections. Lost deals ran 13 pages and 8 sections. Every extra page you add to look thorough is another place the reader stops reading before they hit the part that matters.

~11
Pages on the average **won** deal (vs ~13 lost)
Proposify, State of Proposals 2024

3.4x
More likely to close with **e-signature** built in
Proposify 2024 / DocuSign

~2 days
When the average won proposal closes after first open
Cobl.ai / Proposify 2024

THE FIX, IN ONE SENTENCE

Build a short, fillable, pre-signed proposal that mirrors their own words, names a result, prices in tiers, and expires. **The next six pages hand you that exact structure, block by block.**

THE 9-PAGE PROPOSAL, MAPPED

8 blocks. 7 sections. ~9 pages, never more.

This is the won-deal length. Each block does one job. Skip a block and you reopen a door for the buyer to walk out of.

1. **Cover, in their name**
   Their company name, their logo, the **outcome they want**. Not yours. The first thing they see should feel built for them.

2. **Their situation & goal**
   Mirror back the exact pain and the **dollar cost they said on the call**. Front-load it. This is the most-read section of the whole document.

3. **The gap & your named mechanism**
   The distance between where they are and the goal, and the named system that closes it. People don't buy "marketing." They buy **your method**.

4. **The plan / scope**
   What you'll do, with **change-order language baked in**. Scope creep hits 37 to 52% of projects. Name the boundary now, in writing.

5. **Proof: a case study with a number**
   One relevant result, with a metric. Including a case study lifts win probability about **73%**. Adjectives don't close. Numbers do.

6. **The outcome + the guarantee**
   The result in their words, and the risk reversal that makes "no" feel irrational. Take the risk off their side of the table.

7. **Investment: Good / Better / Best**
   A 3-tier pricing **table**, not a prose paragraph. Tables convert about 54% better. Middle tier tagged "Recommended" as the anchor.

8. **E-sign block, pre-signed, with a deadline**
   You sign first. Price and terms are embedded. An expiration date gives them a reason to act this week, not "someday."

THE 70 / 30 RULE

Keep about **70% of this template reusable** and tailor the other 30% to each prospect. A lightly customized template wins 50 to 65% of the time. A raw, copy-paste template wins 15 to 25%. *Proposify 2024 / Jobbers.io.*

THE TEMPLATE, BLOCKS 1 TO 3

The setup that earns the rest of the read

Fill the red blanks per prospect. Lead with **their** world, not your bio. They decide whether to keep reading in the first 20 seconds.

1 Cover

IN THEIR NAME

A growth proposal prepared for [Client name + logo] , to [the outcome they want] .

Their brand on top, not yours. Add a 60 to 90 second Loom walkthrough link here. Video shows up in only ~22% of proposals, so it's an easy edge.

2 Their Situation & Goal

MOST-READ SECTION

Right now, [client] is [the exact pain, in their words] , and it's costing roughly [the dollar number they said on the call] a month. The goal is [measurable outcome + timeframe] .

Use the cost-of-inaction number they spoke out loud in discovery. When the buyer authored the number, the price stops feeling like your opinion.

3 The Gap & Your Named Mechanism

WHY YOU

The gap between today and that goal is [the specific bottleneck] . We close it with [The Named System, in 2 to 4 words] , a [3-step] process: [step 1] , [step 2] , [step 3] .

A named mechanism makes you impossible to price-shop. No one can get three quotes on a system only you have.

Blocks 4 to 8 continue on the next page: the scope, the proof, the outcome and guarantee, the pricing table, and the pre-signed e-sign block.

THE TEMPLATE, BLOCKS 4 TO 6

The scope, the proof, and the safety net

This is where you make the plan feel real and the decision feel safe. **Bound the scope in writing now** so a "quick tweak" later doesn't eat your margin.

4 The Plan / Scope

BOUND IT NOW

Over [timeframe] we will deliver [the 3 to 5 concrete deliverables] . Anything beyond this scope is handled by a [change order] agreed in writing before work starts.

That one change-order line is your margin insurance. Scope creep is the silent killer of agency profit.

5 Proof

+~73% WIN

We did this for [named client] : from [before metric] to [after metric] in [timeframe] .

One relevant case study with a hard number. Embed it right here, where the buyer is deciding. This single block moves the needle more than any other in the document.

6 The Outcome + The Guarantee

REVERSE THE RISK

When this works, [client] gets [the dream outcome, restated] . Our guarantee: [the specific result, by the specific date, or the specific make-good] .

Make it bold enough to make you a little nervous. The risk reversal is the most persuasive line you own. Keep it defensible: promise a result you can actually stand behind, not a vague "satisfaction."

Last two blocks, the pricing table and the pre-signed e-sign block, are on the next page.

BLOCK 7 · THE INVESTMENT

Price in three tiers. Anchor the middle.

A three-tier table lifts close rate about 23% over a single price, and a table converts about 54% better than the same price written as prose. Tag the middle tier "Recommended" and let it pull.

Good	RECOMMENDED Better	Best
$____ per month	$____ per month	$____ per month
+ Core deliverable + Standard reporting + Email support	+ Everything in Good + The named mechanism, full build + Outcome reporting + monthly call + The guarantee applies	+ Everything in Better + Priority + dedicated lead + Quarterly strategy review

Use round numbers ($5,000 / $10,000 / $15,000), never charm prices like $4,997. Charm pricing cheapens premium positioning. *Lifts are FreshProposals / Cobl.ai, directional.*

BLOCK 8 · SIGN & DEADLINE

You sign first. Then they do.

E-sign deals close 3.3 to 3.4x more often. The seller signing first adds roughly 26% to close rate, so pre-sign it before it goes out.

✓ AGENCY, SIGNED

Your Name

Signed and dated before sending. Terms + price embedded above.

CLIENT, SIGN HERE

This proposal expires [date]. One click to accept.

OPERATING RULES THAT WIN DEALS

Send within **24 hours** of the call (+~25% win chance). Answer questions within **4 hours** (+~35% close vs a day later). Pre-build the template so it goes out same-day.

THE MESSAGE THAT GOES WITH IT

The proposal is the asset. The send is the trigger.

Don't attach a PDF and write "here's the proposal, let me know." Reference the number they gave you and point at the one decision.

COPY, PASTE, FILL THE BLANKS

Hi **[first name]**, good talking earlier. I put the plan together around the **[their number]** a month problem we discussed.

It's short on purpose. Page two is your situation in your words, so check I got it right. The **"Better" tier is the one I'd pick** for where you are, and the guarantee on it means the risk sits with us, not you.

I've already signed it, so you can approve it in one click. It expires **[date]**, so if you want the **[start month]** start we talked about, let's lock it this week. Anything unclear, reply here and I'll answer today.

IF THEY GO QUIET

The 5-touch follow-up. Most reps quit after one.

80% of deals take 5 to 12 touches. 44% of reps stop after the first. Each touch adds value or changes channel. Never "just checking in."

Day 1	**Add value, not a nag.** Send one useful thing tied to a specific ROI number. EMAIL
Day 3 to 5	**Switch channels.** A short phone call, a Loom, or a LinkedIn note. A new channel breaks the silence. CALL / LOOM
Day 7 to 10	**Re-open the problem, not the proposal.** Talk about the pain they'll keep paying for, not the document. EMAIL / CALL
Day 14 to 18	**Go for the no.** "Did you decide to go a different direction?" A clean no frees you both and often wakes them up. EMAIL
Then	**Drop to monthly nurture.** Stay useful. Deals that stalled now close when the trigger returns. NURTURE

THE ANTI-GHOSTING MOVE

68% of post-proposal ghosting on bigger deals traces to a **decision-maker you never met**. Get 2+ stakeholders viewing it. Watch the open data too: 2 to 3 views is healthy, 3.5+ views with no decision means friction, so **call, don't email.**

YOUR NEXT MOVE

A great proposal can't fix a leaky machine.

This template makes the yes structural. But a proposal only closes if the discovery was right, the call showed up, and the lead was a real fit in the first place. That's the whole chain we build **with you**, not for you, backed by the $10,000 guarantee: **you get the result we agree on, or you get paid $10,000.**

We onboard only a handful of agencies a month so we can actually deliver. **Apply now** and we'll map your discovery-to-proposal flow live, then show you the system that fills the calendar feeding it.

$10K GTD You get the result or we pay you **$10,000**

Apply to AgencyGod →

Free 30-min strategy call · limited spots this month

agencygod.com