

Upwork Proposal Templates That Helped Me Land High-Ticket Clients

PROPOSAL 1:

You barely have 3 seconds to grab the attention of your audience and give them a reason to keep scrolling through your website pages.

For that, you need to get into the minds of your readers.

Dig out their exact pain points.
Call out their biggest enemies.

And address their objections before they even raise them.

And that's exactly where I step in.

I've recently worked on a similar project.

Relevant portfolio: (attach portfolio here)

Being a copywriter, I know exactly how to hook your readers and use the right words to increase conversions like never before.

You've no reason for you to pass on this.

Let's have a quick meeting where I lay out an exact winning strategy.

PROPOSAL 2:

You are tired of SEO “experts” who promise rankings, traffic, and growth but leave you with nothing to show for it.

That is exactly why I focus on outcomes, not theory.

My recent client wins:

- E-commerce brand: **290% increase in organic revenue in 6 months**
- Local business: **3x more leads from Google My Business**
- B2B company: **180% increase in qualified demo requests from organic search**

Portfolio: (attach portfolio link here)

I would like to run a **quick SEO audit** of your website and identify **3 high-impact wins** you can implement.

This takes around **30 minutes**, and I am happy to walk you through the findings on a quick call so you know exactly what is holding your growth back and how to fix it.

Let me know which time works best for you.

3. SURGE FRAMEWORK

Subject: Your website is losing \$3,000+ monthly (here's the fix)

[SHOCK] Your current website is losing you \$3,000+ per month in sales (I can show you exactly where).

[UNCOVER] Based on your mention of "good traffic but low conversions," I can see you're dealing with a trust problem.

Visitors are coming but not buying because your site doesn't convince them you're the safe choice.

This means every 100 visitors could be costing you \$500+ in lost sales.

[ROAST] Every week you delay fixing this is another week your competitors capture the customers who should be yours.

I just checked – your main competitor's site converts 3x better than yours, and they're running ads to steal your traffic.

While you're getting quotes, they're getting your customers.

The money that should be in your bank account is going to theirs.

[GUARANTEE] Here's how I'll fix it:

- Complete conversion audit (identify all 7 leak points)
- Trust-building redesign using proven psychological triggers
- Mobile optimization (67% of your traffic is mobile)
- A/B test the new design against your current one
- Results within 30 days or I work for free

Your biggest objection? "What if it doesn't work?"

Fair question.

That's why we'll A/B test everything.

You'll see real data, not opinions. Plus, if conversions don't improve within 60 days, I'll refund your investment AND give you the completed site.

I've done this for 23 e-commerce stores.

Average result: 89% conversion increase within 45 days.

[EXECUTE] I can start Monday if we connect by Thursday.

After that, my next opening isn't until March (I only take 2 projects monthly to ensure quality).

Hit reply with "YES," and I'll send the detailed conversion audit within 24 hours.

Looking forward to doubling your sales, [Your name]

IMPORTANT:

This template isn't meant to be copy-pasted. Customize it according to your client's needs & job post.