

# Design Proposal

**Agency:** [Agency Name]

**Client:** [Client Name]

**Date:** [Proposal Date]

## Overview

[Brief summary of the agency's understanding of the project, the client's goals, and the challenges the project aims to solve.]

## Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

## Proposed Solution

[High-level description of design and strategy. How the design will address objectives and challenges.]

## Scope of Work

- [Service or Deliverable 1]
- [Service or Deliverable 2]
- [Service or Deliverable 3]

## Timeline

- Phase 1: [Timeframe] – [Description]
- Phase 2: [Timeframe] – [Description]
- Phase 3: [Timeframe] – [Description]

## Team

[Name 1] – [Role]

[Name 2] – [Role]

[Name 3] – [Role]

## Investment

[Summary of pricing, payment terms, and what's included. E.g., "Total: \$XX,XXX (includes all deliverables outlined above)."]

## Next Steps

1. Review this proposal.
2. Schedule a follow-up call to discuss details.
3. Sign agreement to proceed.

**Contact:** [Your Name] &#34; [Email] &#34; [Phone]