**JOB PROPOSAL LETTER**

Dear Mr. Williams,

Our team at Pro Design enjoyed discussing the opportunity to work with you on developing a new website for your company. We began working on this project last week after our initial email and are submitting a proposed action plan for your review.

On Dec 10, we discussed your growing concerns regarding the design of your website. The difficult navigation and lack of mobile compatibility were slowly affecting customer acquisition. By making the interface more eye-catching, user-friendly, and compatible with both Android and IOS, we can increase the amount of time potential clients spend on your website, resulting in a greater number of leads and clientele.

Per the goal you expressed in the meeting, our objective will be to increase your clientele by 30% and increase your leads by 40% within the next year. This goal will be accomplished through the following steps:

1. Researching your ideal clientele to define your company's branding
2. Working with your marketing team to develop consistent messaging to target your ideal client
3. Rebuilding the website from the foundation using the most user-friendly features
4. Creating a flawless mobile design that draws mobile consumers in
5. Seamlessly incorporating your branding and messaging with the new interface

Our company completed a similar project for a hotel in Atlanta eight months ago. Our design kept users on their website 150% longer and resulted in a 40% increase in sales over the course of six months.

For a project of this caliber, we estimate a budget of roughly $12,000 to $15,000. We can discuss the plan in more detail if you choose to proceed and can adjust the budget based on your specific needs and our recommendations.

If you would like to move forward with our proposal, please send me an email so we can begin discussing and planning the next steps right away. I will follow up with you through email next Thursday, Dec16.

Thank you kindly for reviewing our proposal. If you have additional questions, I am available by email at sjohnson@gmail.com or by phone at 919-222-3333.

Sincerely,

Sarah Johnson