Proposal pre-send checklist

- [ ] Client name and details correct throughout
- [ ] Executive summary states goal, solution, outcome
- [ ] Scope and exclusions clear
- [ ] Options and prices checked; totals add up
- [ ] Payment terms and validity date included
- [ ] Case studies and testimonials are real and approved
- [ ] Call to action and signature block
- [ ] Spelling and formatting checked; PDF exported

Notes