

1K SEO CONSULTING

Video 3 - UpWork Proposals

In this video you learned about the unique method I use to create value driven proposals.

The idea is that when you offer something valuable in your proposal you can build value without needing to even talk to clients yet.

I shared an example of how I built a [free Google My Business](#) course using a platform called Skillshare. I send this free course in over 90% or more of my proposals to add some value while also showing my knowledge of SEO.

1. [Enroll in my free class](#) and create your **Skillshare account** - Think about a simple video series or lesson you can create to share with your followers. You could also do this in the form of a YouTube video, PDF or otherwise. You are not required to do this with Skillshare. Just make sure it's simple to access and provides some quick free value.

2. **Start crafting some unique proposal openers** you can use to speed up the proposal process.

Proposal Template Guideline

Here is a general guideline of what I use for a unique proposal (Client mentioned they were in the Dentist niche)

“Hi,

I'd be happy to discuss working on this job for you. A dentist would be a great client to work with as I'd consider that Local SEO.

Check out my free Google My Business course, this is a great starting place for a business like that:

<http://skl.sh/1PMv42Z>

You can also check my profile for some samples of work I've done for local businesses.

Let me know when would be a good time to do a phone call to discuss further?

Thanks

-John”

3. Create a Google Sheet for tracking progress within [Google Drive](#). I typically try to aim for a set number of proposals each day. If you are low on time I'd say 2 minimum a day would be a good number to go for.

Over time this will add up and you will see results if you stay consistent and keep looking for work. I can tell you it works much better than cold emailing hundreds of people. You can use a tracking sheet to watch your progress each and every day.

In video 4 we will be going through everything we learned up to this point and I'll be sharing some tips on where to go from here so you can ramp up your consulting business.

Keep an eye out in your email for video #4 coming out tomorrow.

-John Shea