

TOUGH PROPOSAL QUESTIONS

This document explains how I might answer those annoying proposal questions. You know, the ones attached to the job post...yeah, let's crush those!



Q - DO YOU HAVE ANY QUESTIONS ABOUT THE JOB DESCRIPTION?

For this question ask about anything you might need clarity on. Or just ask **what a job well done looks like for them**. Unless you need clarity on a specific question, ask an open-ended question that they can't answer with a "yes" or "no" because it gives them a reason to respond which moves you to the next stage of the interview.

Yes! What would you consider to be a job well done? Or what can I do to help ensure you get the results you need?

Q - DO YOU HAVE SUGGESTIONS TO MAKE THIS PROJECT RUN SUCCESSFULLY?

Use this question to subtly suggest that they “be open” and also to suggest “timely communications” since one of the biggest problems freelancers have is clients who don’t respond fast.

To make this project run successfully, I ask that you please be open to questions, and to communicate in a timely manner to keep the project on track and moving forward.

Q - HAVE YOU TAKEN ANY UPWORK TESTS AND DONE WELL ON THEM THAT YOU THINK ARE RELEVANT TO THIS JOB?

This question is simple. Basically just answer with a “Yes” and direct the client to your profile should they want to view them.

Yes, there are many highly rated tests you can view in my profile.

Q - WHAT CHALLENGING PART OF THIS JOB ARE YOU MOST EXPERIENCED IN?

Your response will be based on the actual skill requested. Focus on something that the client might find difficult or tedious. Describe how it will be challenging **BUT not for you because...**(insert some reason why it won't be hard for you).

The hardest part of the job will be researching sources for your article and finding reliable materials to base the content on. The good news is this isn't hard for me because I do it every day. :)

Q - WHAT PART OF THE PROJECT MOST APPEALS TO YOU?

For this question focus on something that appeals to you **that is a benefit for them**. Notice how I do this without using the words "me" or "I."

Your project is interesting for several reasons. The main one is the chance to work with a valuable client like yourself, and to help you get awesome results!

Q - WHAT PAST PROJECT OR JOB HAVE YOU HAD THAT IS MOST LIKE THIS ONE AND WHY?

This one can be tricky if you have no jobs or if you don't have many. If that is the case, then directly address the issue and **frame it as a positive....**

*To be perfectly honest, I've never done a job quite like this and **that's exactly why you should hire me**. It's easy for those with a lot of experience to get set in their ways, but when you work with me you get someone who is **open to new ideas to help you get results**.*

If you do have jobs that are similar, then you can just list those. Be sure to highlight any big results your clients got if you have specifics. If they didn't mention any specific results, but left you a positive review, mention that instead. If they didn't even leave a review, then just be super vague and say they got "great results."

Many clients use my services to get great results. The client whose job was most similar to yours was John Smith, of JohnSmithCo.com. His job was similar in style and approach to what you've asked for. The project was challenging but in the end he came away with excellent results, and he even left me a glowing 5-star review which you can read in my profile's feedback section. When you work with me you can anticipate similar outcomes.

Q - WHAT QUESTIONS DO YOU HAVE ABOUT THE PROJECT?

Usually this won't be used if Q1 from above has already been used. The answer is basically the same as the answer for Q1. If by some wild chance, they ask Q1 and this question, then repeat your response from the first question, but change it up slightly so it isn't just a copy and paste from above.

Yes! How can I ensure I give you the results you're after? What is most important to you from my services?

Q - WHICH OF THE REQUIRED SKILLS DO YOU FEEL YOU ARE STRONGEST AT?

This question can be answered by describing one of the skills they've mentioned or tagged on the job post. You can be clear and direct, and by this point it is okay to use a "me" focused answer. Toot your own horn a little, and add credibility markers if possible.

I'm most skilled at direct response copywriting for high-ticket coaches. I've worked with more than 100 coaches and helped them generate more than \$100,000,000 in revenue over the past six years.

Q - WHICH PART OF THIS PROJECT DO YOU THINK WILL TAKE THE MOST TIME?

For this question I usually say the "actual work" will take the most time. For example, if I'm writing copy for a website, then writing the actual copy will take the most time. For a web design gig, building the actual pages will take the most time. Be clear and direct with your answer. Say it like you've done this a million times so you know **exactly what will take the most time**.

The part of this project that will take the most time is crafting your emails so they capture your specific voice and style.

Q - WHY DID YOU APPLY FOR THIS PARTICULAR JOB?

For this question I do a bit of ass-kissing. Basically I describe *something I saw* within their job post that told me they are a great client to work for. Be sure to say "work for" not "work with" because at this point we want them to believe they have power over us (though that is not the case at all!).

Good question. While the job itself seems like the exact kind of project I usually work on, it was actually your job post and freelancer feedback that really pulled me in. You have great reviews, and something about the way you wrote your job description told me you'd be a great client to work for.

Q - WHY DO YOU THINK YOU ARE A GOOD FIT FOR THIS PARTICULAR PROJECT?

This may be the toughest question of all, but it doesn't have to be. All you really have to do is exactly what you've already done. Repeat the client's own words back to them from the proposal, and then connect yourself to show how you are a fit.

Good question! In your proposal you said you need a highly organized, professional Virtual Assistant to help you manage your coaching business. I'm a Virtual Assistant for millionaire coaches who helps plan activities, organize webinars, and schedules events to make sure everything runs perfectly smooth.

SWEET!

A couple notes:

- 1) Your answer should always be tailored for their job post. Do not use these as exact templates!
- 2) Always talk about them first and yourself second. Remember YOU Focus!
- 3) Use your answer to highlight the benefits they get and prove how you solve their problem.
- 4) Be direct with your answers whenever possible. Freelancers who speak directly show authority.
- 5) Use your responses to add credibility markers when you can. Big numbers, name dropping, places you've been featured, people you've worked for etc.
- 6) Always keep in mind, clients don't expect anything specific from your answers. They didn't come up with the questions, Upwork did. What clients are actually looking for is whether or not you even bother to answer, and if your answers back up your awesome proposal.

Okay, I think that's about it for now. But if you want to chat more about these questions or others, please join us in the free [Customers Only Facebook Freelance Group here](#).