

# Sample Business Proposals



## Selling a Web Site and Digital Assets

The complete sample is 10 pages long and was written using these Proposal Pack templates:

Cover Letter, Title Page, Table of Contents, Approach, Promotion, Future Potential, Testimonials, Profit and Loss Statement, Inclusions



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December 1, 20XX

Peter Gomari  
CEO  
All4Writers Incorporated  
9300 Gateway, Suite 900  
Chicago, IL 60601

Dear Mr. Gomari,

As the owner of a business that markets to writers, we thought you might be interested in knowing that our successful and well-known website—WritersUnblocker.com— is now available for purchase, along with our WritersUnblocker DVD and eBook products.

We've done all the hard work for you—WritersUnblocker.com is well established and has set up a promotional program to ensure its profitability for the future.

We've been in business for only three years, and as you will see by the enclosed Profit and Loss Statement, our profits have skyrocketed. Last year we sold 19,000 copies of our DVDs, and 12,000 copies of our eBook! Keeping our company solely internet-based has been a real boon—our costs are minimal and the website and order fulfillment pretty much take care of themselves.

We hate to say goodbye to this incredible business venture, but we plan to sail the world during our retirement and thus will not be able to keep up with the day-to-day matters of running a business.

You should find all the basic information you need to know about WritersUnblocker.com and our products within this package. Serious prospective buyers may contact us for more details.

Please know that this announcement has been simultaneously distributed to multiple prospective buyers.

Sincerely,

Greg and Amanda Gray  
Owners  
WritersUnblocker.com  
555-552-2100  
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www.WritersUnblocker.com

Writers Resources, LLC.  
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# Presentation

## Sale of Web Site and Media Assets

December 1, 20XX

**Prepared for:** Peter Gomari  
CEO

**Prepared by:** Greg and Amanda Gray  
Owners



## Description

WritersUnblocker.com is available for purchase, along with our WritersUnblocker DVD and eBook products.

We've done all the hard work for you—WritersUnblocker.com is well established and has set up a promotional program to ensure its profitability for the future.

You should find all the basic information you need to know about WritersUnblocker.com and our products within this package. Serious prospective buyers may contact us for more details.

Proposal Number: 43-553



# Table of Contents

Approach	.....	2
Future Potential	.....	3
Promotion	.....	4
Inclusions	.....	5
Profit and Loss Statement	.....	7
Testimonials	.....	8





# Approach

How do the WritersUnblocker products work? You can find out everything you need to know about the products on our website, which is included in this sale, but here are the highlights:

- ◆ The WritersUnblocker DVD stimulates creativity through interactive question and answer sessions.

Writers are asked to describe aspects of their projects, but they never know quite what suggestions the program might display. The questions force writers to think in depth about their subjects, and the surprise suggestions jog their minds out of the ruts in their thinking.

- ◆ The WritersUnblocker DVD and eBook promote a more positive attitude by presenting success stories.

Writing can be a lonely and frustrating project, especially for those writers who are writing ‘on spec,’ with the hope of landing a book contract or selling a movie script at the end of their labors. For every writer, there are times when the odds seem stacked against the writer, when the potential rewards just don’t seem worth the current effort. By including interviews with real authors who tell their stories of how they broke through to achieve success, we give aspiring writers much-needed hope. All writers interviewed on the DVD and in the eBook have given their permission to publish their stories in our products.

- ◆ The WritersUnblocker DVD contains stimulating music and subliminal messages.

It’s a proven fact that music affects brain activity, and the music we’ve included on the DVD is designed to increase activity in the right brain—the side that controls creativity. Between music selections and in the mediation portion of the DVD, we’ve embedded subliminal messages that most people cannot hear, but that are absorbed by the brain subconsciously. These messages foster creativity and encourage writers to get their ideas down on paper.

- ◆ Used together, the WritersUnblocker DVD and eBook will help the writer create the basic structure for their project.

After a writer has worked through all the exercises included on the DVD and in the eBook, he or she will have created an outline for the writing project, and will thus be well on the way to becoming a successful author.





# S A M P L E

This sample has been truncated to only show the first few pages. The complete version of this sample is included with any Proposal Kit or Proposal Pack at:

<http://www.proposalkit.com/htm/products.htm>