

THE CLIENT CLOSER KIT

The exact paperwork to go from
“they’re interested” to “they paid.”

Inside: Client Proposal Template • Scope-of-Work One-Pager • Invoice Template

An exclusive bonus for Snap Apps AI customers

How To Use This Kit

This kit contains three ready-to-use templates. Together they carry a client from first interest to a paid invoice with zero guesswork:

1. The Proposal

Send this after your demo call. It frames the value, sets the price, and asks for the yes. Fill in the blanks, export to PDF, and send.

2. The Scope-of-Work

Once they say yes, this one-pager locks down exactly what you'll deliver, by when, and what's NOT included, so there's no scope creep.

3. The Invoice

Attach this to get paid. Includes deposit terms and payment details. Most agencies collect 50% upfront.

Tip: Copy each template into Google Docs or Word, save a master copy, and duplicate it per client. Replace every **[bracketed]** field with the client's details.

Template 1 — The Client Proposal

Send this within 24 hours of your demo call, while interest is hot.

PROJECT PROPOSAL

Prepared for:

Prepared by:

Date:

Valid until:

The Opportunity

During our conversation, you shared that [describe the client's main problem, e.g. "you're losing leads because visitors leave your site without taking action"]. This proposal outlines a custom AI web app built to solve exactly that.

The Solution

We'll design, build, and deploy a [app type, e.g. AI lead-capture assistant] tailored to your business. It will:

- [Benefit 1 — e.g. capture and qualify leads 24/7]
- [Benefit 2 — e.g. answer common customer questions instantly]
- [Benefit 3 — e.g. hand off hot leads straight to your inbox]

What's Included

Deliverable	Details
Custom-built AI web app	Fully branded to your business
Your logo, colours & domain	100% white-labelled as yours
Lead-capture integration	Delivered straight to your inbox
Deployment & hosting setup	Live and ready to use
Revisions	[e.g. 2 rounds of revisions included]

Your Investment

Package	Price
[Package name, e.g. Standard Build]	[\$1,497]

Optional: Monthly maintenance & updates	[\$97/mo]
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Next Step

To get started, simply reply to this proposal with “approved” and I’ll send over the scope-of-work and a deposit invoice. Once the deposit clears, your build begins immediately — typical turnaround is [e.g. 5–7 business days].

Questions? Contact:

Template 2 — Scope-of-Work One-Pager

Lock this down before you write a line of code. It protects both sides.

SCOPE OF WORK

Client: _____

Project: _____

Start date: _____

Delivery date: _____

In Scope (what you WILL deliver)

- ✓ [e.g. One AI-powered web app, single page]
- ✓ [e.g. Client branding: logo, colours, fonts]
- ✓ [e.g. One lead-capture form routed to client email]
- ✓ [e.g. Deployment to client's domain]
- ✓ [e.g. 2 rounds of revisions within 14 days]

Out of Scope (what is NOT included)

Anything not listed above is a separate paid add-on. This prevents scope creep and keeps the project on budget.

- ✗ [e.g. Ongoing content updates after delivery]
- ✗ [e.g. Additional pages or apps]
- ✗ [e.g. Third-party tool subscriptions / API costs]
- ✗ [e.g. Copywriting beyond supplied content]

Client Responsibilities

- Provide logo, brand colours, and any copy/content by [date]
- Provide domain access or purchase domain if needed
- Respond to revision requests within [e.g. 3 business days]

Timeline & Milestones

Milestone	Target date
Deposit paid & project kickoff	[date]
First draft delivered	[date]

Revisions complete	[date]
Final delivery & balance due	[date]

Client signature / date

Your signature / date

Template 3 — The Invoice

Attach this to get paid. Collect 50% upfront before you build.

INVOICE

Invoice #: [0001]

Date: [date]

Due: [date]

FROM

[Your name / agency]

[Email]

[Phone]

BILL TO

[Client name / business]

[Email]

[Address]

Description	Qty	Rate	Amount
[AI web app build – e.g. Standard Build]	1	[\$1,497]	[\$1,497]
[Optional add-on – e.g. Custom domain setup]	1	[\$150]	[\$150]

Subtotal **[\$1,647]**

Deposit due now (50%) **[\$823]**

Balance on delivery **[\$824]**

Payment Details

Pay via: [Bank transfer / PayPal / Stripe / UPI — your details here]

Terms: 50% deposit required to begin work. Balance due on final delivery. Work begins once the deposit clears.

Thank you for your business!