AIFreeForever

The Upwork Proposal Guide for 2026

Clients read the first two lines of a proposal in the list, then decide whether to open it. This guide covers the parts of a proposal that gets read, how to write the opening, how to show your experience honestly, the right tone for each client, the mistakes to avoid and a checklist before you press Submit.

The parts of a proposal that gets read

1. **Greeting.** The client's name if their profile or post shows it, else a simple "Hi there".
2. **Opening.** One or two sentences about the client's need, in words from their post. Never "I am writing to apply".
3. **Your approach.** Two to four short steps saying how you would do this job.
4. **Your experience.** One similar project you really did, and what came of it.
5. **A question.** One specific question about the project that shows you read it.
6. **Next step.** A short call, a sample or a first milestone, then your name.

Write the first two lines

Weak	Hello, I came across your job posting and I am very interested. I am a hard-working designer.
Strong	Hi Anna, a logo that tells eco-conscious buyers what your brand stands for at a glance is exactly the kind of brief I enjoy.
Why	The strong opening is about the client's goal, uses their words and could only have been written for this job.

Show your experience honestly

Name one real project close to this job and its real result. If you are new, say what you did in practice projects, courses or for a friend's business, and offer a small paid test task. Never round numbers up or claim clients you did not have: clients check, and it ends the job. The AIFreeForever generator leaves a placeholder such as **[a similar project you completed and its result]** where your details go.

The right tone for each client

Tone	Best for	Sounds like
Professional	Corporate, legal and finance clients	"Here is how I would deliver this in three stages."
Friendly	Small businesses and creative projects	"I love what you are building and would enjoy helping."
Confident	Technical and competitive jobs	"The slow load comes from your images, and this is the fix."
Enthusiastic	Startups and new ideas	"This is a great idea, and here is how I would start."

Mistakes to avoid

Sending the same proposal to every job. Writing about yourself before the client's need. Going over 300 words. Leaving spelling mistakes. Competing on price alone. Asking the client to talk or pay outside Upwork.

Checklist before you press Submit

☐ I read the whole job post

☐ Every [placeholder] filled in

☐ One specific question asked

☐ Under 300 words

☐ The opening is about the client

☐ One real example of my work

☐ A clear next step

☐ Read once out loud

The one project I will mention

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