YOUR
LOGO

**COMPANY NAME**

ONLINE COURSE PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for the opportunity to present this proposal for an online course designed to educate and engage learners around [Course Topic]. This course will deliver value through structured content, multimedia learning, and interactive elements.

The proposal below outlines our objectives, course structure, and development plan for [Client Name].

# Problem or Opportunity

[Client Name] is seeking to deliver knowledge, training, or certification in [subject area] through an accessible and scalable online learning experience.

# Proposed Solution

We propose the development of a professional-grade online course, featuring engaging content, learner assessments, and multimedia materials tailored to your audience.

Key Benefits:
- Self-paced learning for accessibility and flexibility
- Professionally designed modules and learning materials
- Opportunities for certification or lead generation

# Scope of Work

The proposed course development includes:

- Curriculum design and learning outcomes
- Script writing and instructional content creation
- Slide decks and video materials
- Interactive quizzes and downloadable resources
- Course setup on LMS (e.g., Teachable, Kajabi, Thinkific)
- One round of edits post-course review

# Timeline

Estimated schedule for course creation and launch:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Curriculum Planning | Define course outline and objectives | [Start Date] |
| Content Development | Write and produce lesson materials | [Date] |
| Course Assembly | Upload and format content on LMS | [Date] |
| Review & Launch | QA and go-live with course | [Completion Date] |

# Pricing

Estimated pricing for course development and delivery setup:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Curriculum Design | Course structure and lesson planning | [Amount] |
| Content Production | Scriptwriting, videos, resources | [Amount] |
| LMS Setup | Platform configuration and testing | [Amount] |
| Total |  | [Total] |

# About the Instructor / Company

[Your Name or Company Name] brings expertise in instructional design, course development, and content production.

- Experience: [X] years designing online education
- Specialties: [Subject Matter Expertise]
- Mission: To create impactful learning experiences that educate and empower

# Case Studies / Testimonials

Case Study: [Previous Course Name or Client]

- Project: Online course launch for [topic or audience]
- Outcome: [Results—e.g., 1,000+ students enrolled, 4.8/5 average rating]

Testimonial:
“[Your Name] designed a course that not only looked great but kept learners engaged from start to finish.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit upon agreement, 50% upon final delivery.
Content Ownership: Client owns final course content unless otherwise agreed.
Revisions: One round of revisions included per module.

# Acceptance

To proceed with course development, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client’s Printed Name]
Title: [Client’s Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_