The Shenavar Proposal System – Student Workbook

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Audience: iSkills Freelancers & SEO Practitioners

How to Use This Workbook

- Use a pen or type your answers
- Complete **one section per day**
- Pause and reflect before writing proposals
- Focus on mastering thinking before sending proposals

One strong proposal beats 20 weak ones.

Section 1: Freelancer Mindset Reset

Exercise 1: Old Thinking vs New Thinking

Old belief about proposals: _____

Why this belief may be wrong: _____

New belief after reading this guide: _____

Section 2: Client Thinking First

Exercise 2: Think Like a Client

Job title: _____

1. Why is this client hiring right now?

   _____

2. What problem will remain unsolved if they hire the wrong person?

   _____

3. What kind of proposal would you ignore if you were the client?

   _____

Section 3: The 3-Line Rule Practice

Exercise 3: First 3 Lines Only

Line 1 (Hook): _____

Line 2 (Understanding the problem): _____

Line 3 (Clear solution): _____

Self-check: Would you continue reading this?

Section 4: The 5-Step Proposal Framework Practice

Exercise 4: Full Proposal Draft

Step 1 – Job in One Sentence: _____

Step 2 – Strong Opening Line: _____

Step 3 – Clear Solution: _____

Step 4 – Proof (only if relevant): _____

Step 5 – Technical Breakdown (4 bullets max): -

- _____
- _____
- _____
- _____

Human Close (1 line): _____

Section 5: AI Assist Awareness

Exercise 5: AI or Human?

Tick ✔ where applicable:

☐ Used AI to shorten sentences

☐ Used AI to improve clarity

☐ Used AI to think for me ❌

If the last box is ticked, rewrite your proposal.

Section 6: Failure Reflection

Exercise 6: Learn From Rejection

What I wrote: _____

Why it may have failed: _____

How I would rewrite it now: _____

Section 7: 30-Second Proposal Drill

Exercise 7: Speed Practice

Set a timer for **30 seconds**. Write a proposal using this template:

_____

_____

_____

_____

Stop when time ends.

Section 8: Shenavar Scoring Checklist

Score yourself honestly:

- Hook clarity (/2)

- First 3 lines strength (/3)

- Client language used (/2)

- Execution clarity (/3)

Total Score: _____ /10
Score below 7? Rewrite.

Section 9: Final Reflection

How I wrote proposals before: _____

How I write proposals now: _____

Trainer’s Final Note

Complete this workbook properly, and you will never write random proposals again.
— **Shah Shenavar**
Trainer | iSkills