



FREE DOWNLOAD · PREMIUM EDITION

Freelance Cold Email + Proposal Kit

Land clients without a portfolio or connections

For Indian students · Freelancers · First-time founders

10

EMAIL TEMPLATES

5

PROPOSALS

1

PRICING GUIDE

100

100% FREE

WHERE VISION BECOMES VALUE.

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How to use this kit

Replace [BRACKETS] with your real info. Send. Repeat 10 times a week. Track what works.

The cold-email problem: 'Hi, I'm [name], I offer [service], please hire me' gets 1% reply rates. The emails in this kit get 15–25% because they're specific, short, and easy to say yes to.

How to find prospects: Search LinkedIn for 'founder', 'CEO', 'marketing manager' at companies with 10–50 employees (they need freelancers, can't afford agencies). Connect with a short note. After they accept, send the relevant template from this kit.

Send 10 emails a day for 30 days. Expect 2–3 replies, 1 call, 1 in 10 becomes a client. That's the math. Stop after 30 days and you'll have 1–3 paying clients.

Rule: NEVER send a generic email. Every email references something specific about the person or their company. Generic = ignored. Specific = reply.



Part 1 — 10 Email Templates

Copy, customize, send. Track open + reply rates.

Template 1 — LinkedIn connection note (post-accept follow-up)

Hi [NAME],

Thanks for connecting. Quick context: I help [TARGET — e.g. 'D2C skincare brands in India'] with [SPECIFIC SERVICE — e.g. 'Instagram Reels that turn followers into customers'].

I saw your [SPECIFIC THING — e.g. 'recent post about your new product launch'] — congrats. One quick idea: a 15-second reel showing the product texture on different skin tones would crush it on Reels.

I made 3 sample reels like that for [SIMILAR BRAND] — happy to send them over. Worth a 15-min call? [YOUR NAME]

Template 2 — Cold email to a startup founder

Subject: Quick idea for [COMPANY NAME]'s [SPECIFIC CHANNEL]

Hi [NAME],

I run a small studio that helps [TARGET] with [SERVICE]. Saw your [SPECIFIC THING they recently did — launch, post, hire, product update]. One quick idea:

[1-LINE IDEA that proves you understood their business]

I built something similar for [SIMILAR COMPANY] last month — happy to show you the before/after. 15-min call this week?

[YOUR NAME] · [LINKEDIN] · [PHONE]

Template 3 — Reply to a job post on LinkedIn/Internshala

Subject: Re: [ROLE TITLE] — [YOUR NAME]

Hi [HIRING MANAGER],

I'm a [DEGREE] final-year at [COLLEGE]. I spent the last [TIME] building [ONE THING directly relevant].

Two things specific to your post: [REFERENCE SOMETHING THEY SAID]. I'd love to do exactly that.

Attached: resume + 1 sample work sample. Available for a 20-min call this week.

[YOUR NAME] · [PHONE]

Template 4 — Following up on a no-reply (after 5 days)

Subject: Re: [ORIGINAL SUBJECT]

Hi [NAME],

Bumping this once. Did the timing not work, or was the offer not a fit?

Either way, totally fine — just let me know which so I can stop filling your inbox. ■

[YOUR NAME]



Template 5 — Pricing pushback reply ('Your quote is too high')

Hi [NAME],

Thanks for being upfront. I get it — budget matters.

Quick context on my pricing: my work typically saves clients [X hours/month] or brings [Y result]. I'm priced on outcomes, not hours.

Two options if the full scope doesn't fit:

1. [SMALLER SCOPE] at [LOWER PRICE] — covers the core deliverable.
2. [PAYMENT PLAN] — split into 2 milestones.

If neither works, no hard feelings — happy to refer you to someone at a lower rate.

[YOUR NAME]

Template 6 — Scope creep reply ('Can you also do X?')

Hi [NAME],

Yes, I can do that. Quick clarification first so we're aligned:

- [NEW DELIVERABLE] wasn't in our original scope.
- Adding it would mean [EXTRA TIME] and [EXTRA COST].

Option A: Add it for [NEW PRICE], delivery in [NEW TIMELINE].

Option B: Keep original scope, ship on time.

Which works for you?

[YOUR NAME]

Template 7 — Invoice follow-up (friendly but firm)

Subject: Invoice [NUMBER] — 14 days overdue

Hi [NAME],

Quick note — invoice [NUMBER] for [AMOUNT] was due on [DATE], now 14 days past.

Could you confirm when this will be processed? Happy to resend the invoice or update bank details if needed.

Thanks!

[YOUR NAME]

Template 8 — Reactivation email (old client, 6+ months no work)

Subject: Checking in — [COMPANY NAME]

Hi [NAME],

It's been a while since we worked together. Just checking — anything new on your end where I could help?

I've added [NEW SKILL/TOOL] to my stack since we last worked together, so I can take on [NEW TYPE OF WORK] now too.

Either way, hope things are going well. ■

[YOUR NAME]



Template 9 — Asking for a referral (after a good project)

Subject: Quick favor?

Hi [NAME],

Loved working on [PROJECT]. Quick ask: do you know 1–2 people who might need similar work?

If you intro me and they hire me, I'll [INCENTIVE — e.g. 'send you a ■500 Amazon voucher' or 'give you 10% off your next project'].

Thanks for considering ■

[YOUR NAME]

Template 10 — 'No' reply (politely turning down work)

Hi [NAME],

Thanks for thinking of me. I'm going to pass on this one — [REASON — booked / not the right fit / budget too tight for me].

Two quick options:

1. [NAME OF COLLEAGUE / PLATFORM] might be a fit — they're great at this.

2. If the project changes (more scope, higher budget), happy to revisit in 3 months.

Good luck with it!

[YOUR NAME]



Part 2 — 5 Proposal Templates

Proposals are longer than emails. Use these for clients who reply 'send me more details'.

Proposal A — Website design for a small business

****THE PROBLEM****

[COMPANY] needs a website that converts visitors into [LEADS / SALES / BOOKINGS]. Current site is slow, mobile-unfriendly, and doesn't show what makes [COMPANY] special.

****WHAT I'LL DO****

- Redesign 5 key pages (Home, About, Services, Pricing, Contact)
- Mobile-first layout, loads in <2 sec
- SEO setup so Google can find you
- 1 round of revisions per page

****TIMELINE****: 3 weeks from kickoff

****INVESTMENT****: ■[AMOUNT] (50% upfront, 50% on launch)

****WHY ME****

I built [SIMILAR PROJECT] for [SIMILAR COMPANY] — happy to share live examples. Also: I work async (no 10 meetings) and you'll get a Loom walkthrough every Friday.

****NEXT STEP****: 15-min call to align on goals. Reply with 2–3 times that work this week.

Proposal B — Social media management (1 month)

****WHAT YOU GET****

- 20 Reels scripted, filmed (with your team), edited, posted
- 30 Instagram Stories with polls/questions to drive engagement
- Weekly analytics report (Sundays)
- Response to all DMs and comments within 4 hours (10am–6pm Mon–Fri)

****WHAT I NEED FROM YOU****

- 2-hour kickoff workshop (recorded for future reference)
- Brand guidelines + 1 example post you love
- Approval on the first 3 posts before we go live (after that, I run with it)

****TIMELINE****: 30 days rolling — cancel any time with 14 days notice

****INVESTMENT****: ■[AMOUNT]/month

****WHY ME****: I've run Instagram for [X SIMILAR ACCOUNTS] — happy to share case studies.



Proposal C — Resume writing service (per resume)

WHAT YOU GET

- 1-hr discovery call to understand your background and target role
- 1 ATS-optimized resume (1 page, single column)
- 1 cover letter template
- LinkedIn profile rewrite (About + Headline sections)
- 2 rounds of revisions

****TIMELINE****: 5 business days from kickoff

****INVESTMENT****: ■[AMOUNT] per resume

****GUARANTEE****: If you don't get more interview callbacks within 60 days of using the new resume, I'll rewrite it for free.

Proposal D — Brand identity (logo + brand kit)

THE DELIVERABLES

- 1 logo (3 concepts → 1 final, 2 rounds of revisions)
- Brand color palette + typography pairings
- Brand guidelines (1-page PDF)
- 10 social media templates (Canva editable)
- Business card design (if needed)

****TIMELINE****: 2 weeks

****INVESTMENT****: ■[AMOUNT]

PROCESS

Week 1: Brief + concepts. Week 2: Refinement + delivery.

****NEXT STEP****: Reply with 'Yes' + 2 times that work for a 30-min kickoff call.

Proposal E — Long-term retainers (recurring monthly work)

WHAT THIS IS

You pay me ■[AMOUNT]/month. I give you [X hours] of [SERVICE] each month, on a flexible basis.

WHY THIS WORKS FOR YOU

- No need to re-onboard me every project
- Faster turnaround (I know your brand)
- Predictable cost

RULES

- Unused hours don't roll over
- Cancel any time with 14 days notice
- Anything beyond [X hours] billed at ■[RATE]/hour

****TIMELINE****: Starts [DATE]. Minimum commitment: 3 months so we both get a fair shot.



Part 3 — Pricing Guide (India, 2026)

Pricing is the #1 fear. Here's a real benchmark from what Indian freelancers charge in 2026.

Service	Fresher (0-1 yr)	Mid-level (2-4 yr)	Specialist (5+ yr)
Logo design	■3,000–8,000	■15,000–40,000	■60,000+
Resume writing (1)	■500–1,500	■2,500–5,000	■8,000+
Website (5 pages)	■15,000–30,000	■60,000–1,50,000	■3,00,000+
Social media (monthly)	■8,000–15,000	■25,000–60,000	■1,00,000+
Video editing (per reel)	■500–1,500	■2,500–5,000	■8,000+
Cold email setup	■5,000–10,000	■20,000–40,000	■60,000+
Copywriting (per blog)	■1,500–3,000	■5,000–12,000	■20,000+

Pricing rules:

1. **Never go below the fresher range.** It signals 'I don't believe in my work' AND trains the client to underpay.
2. **Always quote the project, not the hour.** Hourly makes clients watch the clock.
3. **50% upfront, 50% on delivery.** Non-negotiable for new clients. Repeat clients can be net-30.
4. **Add a rush fee** for work needed in <1 week (+30–50%).
5. **Revisions are limited** (usually 2 rounds). Beyond that, hourly rate.

Final checklist before sending any pitch:

- ✓ Subject line is specific (not 'Hello' or 'Quick question')
- ✓ First sentence references the prospect by name + something they did
- ✓ Total length under 150 words (emails) or 400 words (proposals)
- ✓ 1 clear ask at the end (call? reply? sample?)
- ✓ Signature has phone + LinkedIn
- ✓ Attachments only if mentioned in the email
- ✓ Read out loud once — if it sounds like a robot, rewrite





ONE LAST THING

Send your first pitch today.

Not tomorrow. Today. Pick template 1. Find 1 prospect. Send.

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