

Consulting proposal explanation brief (Template & Video Brief)

Walk a client through the diagnosis, pilot scope and decision needed. Edit, copy or download this free template, with inputs, a story order and review points.

Consulting proposal explanation brief

Purpose: Walk a client through the diagnosis, pilot scope and decision needed.

Client objective: [Add your own information]

Observed problem and evidence: [Add your own information]

Working diagnosis: [Add your own information]

Proposed pilot: [Add your own information]

Deliverables and exclusions: [Add your own information]

Timeline and responsibilities: [Add your own information]

Fee assumptions: [Add your own information]

Next decision: [Add your own information]

Story order: Reflect the client's problem, explain the diagnosis, outline the pilot and state the decision and next meeting.

Review: Use a 90 second recap after discovery. Label hypotheses as hypotheses and keep confidential client detail in the appropriate delivery channel.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/consulting-proposal>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>