Compare proposals with confidence

Use one business brief with every agency, then check the evidence and the complete commitment.

Fill digitally or print and save a copy. Beauty Biz Pro is an agency; use these questions with us too. This worksheet does not state the terms of any agency.

1 Give every candidate the same brief

Business / service / location

Problem to solve and the records that show it

Verified capacity

Complete budget you can support

Essential requirements and internal time or materials available

2 Compare two candidates without a score

Agency A / proposal date

Agency B / proposal date

Use Clear, Clarify or Not suitable. Clear means specific and suitable for your needs. One essential gap can outweigh several good features; do not add the labels into a score.

Decision area	Agency A: status / evidence	Agency B: status / evidence
Strategy and relevant proof		
Scope and your workload		
Costs and account access		
Reporting and exit terms		

Ask for written, specific answers

Complete this page for each candidate. An oral assurance is something to confirm in the proposal.

3 Record what the proposed work includes

Agency / proposal version / written evidence location

Why this strategy? Comparable evidence, its context and its limits

Deliverables, exclusions, milestones and your team's responsibilities

Where inquiries go; reply coverage, booking steps and human handoff

Reporting definitions, source records, review cadence and contacts

4 Understand the complete cost

Charge / what is included	Amount / billing basis	Term / spending approval

Include agency fees, ad spend, setup, subscriptions, usage and optional work. Record what still costs money when campaigns pause. Proposal amounts are for your private comparison; no standard price is assumed.

Protect access and choose a next step

Copy this page for each candidate or additional assets. Resolve essential gaps before deciding.

Agency / proposal

5 Check assets, access and handoff

Asset / account / owner	Your access / verification	What transfers or stops at exit

Consider ad accounts, domain, website, analytics, creative, pages and contact data. Note licensing and hosting limits; verify access during onboarding.

Term, renewal, cancellation notice and any exit charges

Export / migration process, timing and written evidence

6 Make a decision you can explain

Next decision

Select...

Follow-up date

Unresolved essential issues and exact written answers needed

Chosen next action and reasons