

AI proposal generator for small business: PandaDoc, Proposify, Qwilr and Better Proposals, from each company's own pages

What PandaDoc, Proposify, Qwilr and Better Proposals list for AI on their own pricing pages, what each plan costs, what is free, a prompt for drafting a proposal with ChatGPT or Claude, and the check to run before you send. Free PDF, no sign-up.

WHAT THIS ADDS

Most AI proposal lists mix real features with marketing. This guide takes only what each company lists on its own pricing page, opened on October 31, 2026, separates a connector from an AI writer, flags what is beta, and adds the part no tool does for you: checking the proposal before it goes out.

Why people are searching for this

On October 31, 2026, typing *ai proposal generator* into Google autocomplete suggested *ai proposal generator free, free online, for freelancers, for agencies, for upwork, free download, app and pdf*. People want a draft fast, and they want it cheap.

Important: this guide was written from each company's own pricing page, opened on October 31, 2026. None of the tools was tested on a live account for this guide, and plans, promotions and limits change often.

Step 1: PandaDoc

PandaDoc's pricing page (set to annual billing when opened) lists four plans, with prices per seat per month.

Plan	Price	What the page lists (examples)
Free	\$0	5 documents a month, drag and drop editor, tracking and notifications, AI assistants via MCP (ChatGPT, Claude)
Starter	\$19	Unlimited document uploads and e-signatures, AI assistants via MCP
Business	\$49	Custom quotes and sales agreements, custom branding and content library, deal rooms, approval workflows

Plan	Price	What the page lists (examples)
Enterprise	Ask for a quote	CPQ, smart content, single sign-on, team workspaces

The AI part. MCP is a standard way for an AI tool to connect to another app. PandaDoc lists AI assistants via MCP, with ChatGPT and Claude in brackets, on every plan including Free. **The catch:** a footnote marks it as beta, says that for a limited time it is included in all plans at no additional cost, and says PandaDoc reserves the right to introduce usage limits at any time.

Step 2: Proposify

Proposify lists three plans. **Build** is \$39 per user per month billed annually (\$468 per user per year, with 3 months free); the page showed \$49 month to month. It lists unlimited documents and signatures, a content library, AI + MCP server, document insights, integrations and a product catalog, with a 14-day trial and no card needed. **Grow** is \$65 per user and adds user roles, approval workflows and API access. **Scale** is \$107 per user with a \$12,800 a year platform fee that includes 10 users.

The page describes an embedded AI writing widget (prompt, write, refine, fix spelling and grammar, condense) and an MCP server that connects Proposify to Claude to create and update documents. Every plan also has a monthly send limit with an extra charge per send over it: drafting and editing are unlimited, and a send is counted when you share a proposal with a client.

Step 3: Qwilr

Qwilr builds interactive, link-based proposals instead of PDFs. Its pricing page lists **Starter** at \$35, **Growth** at \$55 (minimum 5 users) and **Scale** at \$75 (minimum 10 users), per user per month, with annual billing. Starter lists e-sign, analytics, QwilrPay and integrations with HubSpot, Zoho and Pipedrive.

For AI, the page lists an *AI assistant integration (MCP)* on Starter: work in Qwilr inside Claude or ChatGPT to create a proposal from a template, check performance, set a proposal live and grab a PDF link. One thing to note from the page: creating pages from templates this way draws on document automation credits. The *Smart Proposal Engine* and *AI Prefill* are listed on Scale.

Step 4: Better Proposals

Better Proposals lists **Starter** at \$13, **Premium** at \$21 and **Enterprise** at \$42 per user per month (the page was set to annual billing and says it saves up to 35%), with a 14-day free trial and no credit card.

Starter lists legally binding digital signatures, interactive pricing tables, payment integrations, a content library, and notifications and analytics. Premium adds a custom domain, CRM integrations, automatic expiry dates, custom onboarding flows and forms, and API, Zapier and MCP server. I did not see an AI writing feature on the pricing page; what it lists is the MCP server on Premium.

Step 5: draft the proposal with ChatGPT or Claude (my suggestion)

This step is not a company's feature; it is a way to get a first draft. Paste this into ChatGPT or Claude, then add your details:

Write a proposal for a client. Here is what they asked for: [their request]. Here is my service: [what you offer]. My price: [price] and timeline: [timeline]. Use these sections: the problem in their words; what I will do; what is included and what is not; the timeline; the price, with one option for a smaller scope; the terms; the next step. Do not invent facts, numbers or client details. If anything is missing, put it in [square brackets] so I can fill it in.

The last two lines matter most: AI will happily invent a deadline or a result you never promised. Paste only what you are comfortable sharing and leave out private client details. Then paste the finished text into any proposal tool above for layout, signature and tracking.

Step 6: the check before you send

Whatever made the proposal, a person approves it.

1. Check the client's name and company.
2. Check every number and add them up.
3. Check what is not included: that is where arguments start.
4. Check the timeline against your real calendar.
5. Check the terms. If the proposal becomes a contract, have someone qualified read it once, then reuse it. This is not legal advice.

What it costs

Plan	Per user per month (US, annual billing as shown)
PandaDoc Free (5 documents a month)	\$0
Better Proposals Starter	\$13
PandaDoc Starter	\$19
Better Proposals Premium (lists MCP server)	\$21
Qwilr Starter (lists MCP)	\$35
Proposify Build (lists AI + MCP server)	\$39

Prices are list prices before tax from each company's page on October 31, 2026, and can change.

Honest limits

- None of these tools was run on a live account for this guide.
- PandaDoc's MCP connector is marked beta and may get usage limits.
- Qwilr's template pages via MCP draw on credits.
- A connector is not the same as a tool that writes the proposal for you.
- No software knows what you promised the client. That part is yours.

Do not buy anything this week. Write your next proposal with the prompt and the check above and see how long it really takes. If sending, signing and following up is the hard part, try the PandaDoc free plan or the Better Proposals trial, and compare send limits before you pay.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

Fynl.io is for the business around the proposal: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a proposal-design or e-signature product and does not replace the tools in this guide.

Sources

- PandaDoc pricing — <https://www.pandadoc.com/pricing/>
- Proposify pricing — <https://www.proposify.com/pricing>
- Qwilr pricing — <https://qwilr.com/pricing/>
- Better Proposals pricing — <https://betterproposals.io/pricing>