

Writing Winning Business Proposals Your Guide To Landing The Client Making The Sale And Persuading The Boss

Use the latest technology and techniques to craft winning proposals.

With an in-depth focus on writing with substance, clarity, and conviction, this comprehensive resource takes the reader step-by-step through the entire process of writing and submitting a successful proposal. Written by preeminent authors and educators with extensive experience in teaching proposal and grant writing to nurses and other health care professionals, the book covers the creation of proposals for dissertations, capstone projects, research funding, fellowships and career development awards, as well as for education, translation, evidence-based practice, and demonstration projects. Using a clear, commonsense approach, it delineates the foundations and underlying structure of a well-written proposal and then focuses on the specific elements required for each different type of proposal.

Over the past decade, A/E/C firms have seen a spike in the number of competitors vying for the same work. The crowded field makes it difficult to get noticed, remembered, and selected by decision-makers. *Win More Work: How to Write Winning A/E/C Proposals* offers an experienced look at how to write memorable proposals. Being memorable is the key to success. This book will help architects, engineers, construction executives, and their marketing professionals understand how to write proposals that can double their win rate -thereby freeing them up to provide better service to customers, reduce marketing costs from bad pursuits, or simply spend more time with family and fewer Saturdays at the office. This book has something to say to both the novice proposal writer and those with decades of experience.

Illustrates an integrated process of planning and writing persuasive grant proposals.

This book is a work of conscience. It is the product of a long-standing feeling of obligation on my part to write something useful for a special group of people to which you probably belong—individuals who seek grants. In my years as Director of the New York library of The Foundation Center, * each and every day I encountered numbers of individuals looking for grant money. Although I tried to be as supportive as possible, in the face of the particular problems shared by this group of library users, my own reaction was one of relative helplessness. Simply stated, most of the fund-raising guides, printed directories, and computer files purportedly created to serve the fund-raising public are of little or no use to individuals who seek funding on their own. These resources are directed *The Foundation Center is the independent, nonprofit organization established by foundations to provide information for the grant-seeking public. vii viii I PREFACE toward the nonprofit, tax-exempt agency, which is the most common recipient of foundation, corporate, and government largess. They are not designed to respond to the special requirements of the individual grant seeker. In the applicant eligibility index, the Catalog of Federal Domestic Assistance defines individuals as "homeowners, students, farmers, artists, scientists, consumers, small-business persons, minors, refugees, aliens, veterans, senior citizens, low-income persons, health and educational professionals, builders, contractors, developers, handicapped persons, the physically afflicted." In short, practically everyone qualifies.

A step-by-step guide to writing a report/proposal from start to finish. The text covers structure, grammar and presentation, and includes exercises to give the reader some practice.

Proven techniques and invaluable advice for writing winning business proposals—revised and updated! What makes a winning business proposal? It highlights your skills and services, meets your client's needs, and clearly sets you apart from the competition. Since 1995, *Handbook for Writing Proposals* has helped thousands of professionals develop winning proposals. This exceptional handbook guides you through the unique nine-step proposal-writing process from the initial RFP to the client presentation. In this revised and updated version, the authors show you how to: Choose the RFPs that give you the best chance of success Showcase your company's skills and services Set realistic time/cost schedules and budgets Avoid the mistakes that sink most proposals Build client relationships that bring you repeat business Tailor your writing for an international business audience The second edition also offers you a wealth of downloadable forms and checklists that you can adapt for your own proposal-writing process. Whether you own your own business, need to train your corporate staff, or simply want to improve your skills, *Handbook for Writing Proposals*, second edition will show you how to profit from every proposal you write. Praise This book guides you through the process of creating the best impression of your sweat equity to your customer. Whether you need to polish up and improve every aspect of the proposal or just certain elements, this book will fill the need. Remember, the economics of gain only occur when a customer feels you've fulfilled a need and created value. Paul V. Baron, President, In-Store Bakery Division, The Quarter Oats Company *Handbook for Writing Proposals* offers a wealth of down-to-earth, practical guidance on all phases of proposal writing. The book is well organized and full of concrete ideas that are easy to include in real-life situations. The sample letters, checklists, budgets, and proposals are extremely valuable. This book is a great resource for anyone whose success depends on convincing others through the proposal process. Richard M. Sawdey, Former Vice President and Secretary, R. R. Donnelley & Sons Company

As clear, concise, and concrete as its subject, Patrick Riley's *The One-Page Proposal* promises to be the definitive business guide to getting your best ideas fully understood in the least amount of time. Today more than ever, business decisions are made on the fly—first impressions can make all the difference. Now, in the first book of its kind, successful entrepreneur Patrick Riley shows you how to boil all the elements of your business proposal into one persuasive page—magnify your business potential in the process.

Is this blue book more valuable than a business degree? Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. New York Times and Wall Street Journal bestselling author,

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Donald Miller knows that business is more than just a good idea made profitable – it's a system of unspoken rules, rarely taught by MBA schools. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical knowledge that propels the best and brightest forward. However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. He wrote *Business Made Simple* to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel: Character: What kind of person succeeds in business? Leadership: How do you unite a team around a mission? Personal Productivity: How can you get more done in less time? Messaging: Why aren't customers paying more attention? Marketing: How do I build a sales funnel? Business Strategy: How does a business really work? Execution: How can we get things done? Sales: How do I close more sales? Management: What does a good manager do? *Business Made Simple* is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most successful business leaders have known for years through the simple but effective secrets shared in these pages. Take things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book.

Presents ten successful book proposals and explains how and why they sold; offers tips on writing an effective outline, query letter, and sample chapter; and tells how to evaluate the market and the competition.

Among these outstanding writers/presenters are: Don Kracke, an advertising and marketing executive whose private sector proposals have resulted in millions of dollars of business from more than 30 major U.S. corporations Carol Geisbauer, who runs a tiny, community-based local organization and gets more than 20 out of every 25 public grants funded each year simply by following her "technical/political" format in approaching RFPs Jay Abraham, one of the few proposal writers who specializes in cold calling and selling with "proposal/letters" In this book, these three proposal writers and 16 others show you that writing a proposal is more than just answering a request. It is obtaining insight into what the prospective client/company/government agency really wants. You'll learn: The advantage of the "laundry list" approach in private sector proposals How to get decision makers on your side before the decision The inside approach to the two most common proposals submitted to government agencies--RFPs (Request for Proposal) and RFQs (Request for Quotation) How to plan and prepare the graphics, format, style, and language of a written proposal The ideal length and content for a verbal proposal and when you should make one The psychology, format, and language for internal/external proposals

The text covers the three key phases of a business proposal--preparation, writing, and presentation--and includes examples of different types and styles of business proposals, such as sales proposals to clients, letters and memos as business proposals, proposals to government entities, internal proposals to top management, and business plans as a special type of business proposal.

"Suppliers, consultants, contractors, service providers"--Cover.

Queries and cover letters : a cosmic approach. Personal branding : advice for authors. Reverse engineering. To reach the literary editor, some advice for the first - time author.

Put yourself in the customer's shoes, with dozens of bids, proposals or tender responses to assess. It's a daunting and difficult job. Despite the hours you have spent writing your proposal, it's just one among many. What does it take to be successful in this hyper-competitive environment? What will make your proposal rise to the top of the pile? In this concise and easy to read book, proposal writing expert Robyn Haydon explains why most proposals end up on the reject pile – and how to make sure yours is a winner. Whether you write proposals for a living – or just need help to finish a proposal today – you will find practical advice here on proposal structure, readability, writing techniques, selling your capability, making a compelling offer, and avoiding elimination traps. Ideal for entrepreneurs, professional service providers and small business owners, as well as sales and marketing specialist, grant writers and proposal professionals who work in commercial and not for profit environments. "A quick way to learn a great deal about proposal writing...excellent value...highly recommended."- Australian Marketing Institute "What's your strike rate when it comes to successful submissions? If it's less than 100%, you could learn something from *The Shredder Test*. The chapter summaries are excellent...a concise, useful read." - The Age Newspaper "Straightforward and easy to read, this book is applicable worldwide for companies bidding in open business-to-business environments." - Association of Proposal Management Professionals (USA) "Strategies, tactics, how-to's and tips that any business can use." - Herald Sun Newspaper

In this booklet you will learn: * How to prepare your nonprofit organization to prepare for grant seeking * Laying groundwork for grant seeking and outreach steps to take with funders * Step by step instructions leading you through the grant application process * The nuts and bolts of drafting a grant proposal * How to draft a proposed budget * What to do if you are accepted and if you are declined So, let's get started!

Bestselling author of *Million Dollar Consulting* shares the secrets of writing winning proposals Intended for consultants, speakers, and other professional services providers, *Million Dollar Consulting@Proposals* ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, *Million Dollar Consulting Proposals* delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure Presents a dozen Golden Rules for presenting proposals Offers online samples, forms, and templates to maximize the effectiveness of these tools The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

Proposal Best Practices describes the most important practices that all proposal professionals should implement if they're serious about improving their win rates. These include proposal writing best practices, proposal process best

practices, business development best practices, and sales messaging best practices. What sets this book apart from many other business books is it contains actionable advice, practical recommendations, and many examples. If you're serious about improving your win rate, Proposal Best Practices shows you how.

Previous Praise for Winning Grants Step by Step "Warning: this book works. It provokes you to ask the right questions, hand-holds you through practical exercises, and offers a map that includes paths to develop strategic relationships with funders." —E. Eduardo Romero, Nonprofit Roundtable "Winning Grants Step by Step is a very practical A-to-Z resource that speaks to the importance of staying focused on your mission every step of the way. The third edition is artfully updated with words of wisdom from grantmakers themselves, as well as updates on the latest processes and buzzwords all grantseekers need to know." —Heather Iliff, Maryland Association of Nonprofit Organizations "With solid advice and clear examples, nonprofit leaders will find it a page turner!" —Clarence Hauer, senior director, strategy and organizational development, St. Louis Nonprofit Services Consortium "Winning Grants Step by Step is a gift to nonprofit organizations. The valuable insights and hands-on tools will instantly make any proposal more competitive." —Alex Carter, Your Nonprofit Coach "Developing great grant proposals is essential for nonprofit leaders. Winning Grants Step by Step provides important guidance to those who are new to fundraising as well as to anyone who needs a refresher. This new edition of Winning Grants brings updated tips and vivid examples. As an experienced fundraising consultant, I believe it will help my clients and colleagues alike." —Maria Gitin, CFRE, Maria Gitin & Associates "As an executive director, fundraising is on my mind every day. It's great to have a resource like Winning Grants Step by Step to use and share with my board, staff, and peers." —Deborah Menkart, executive director, Teaching for Change Award Winning Grant Proposal Writing was written to meet the needs of anyone attending our seminars or for the reader who picks up the book off the shelf to assure that your non-profit organization knows how to meet the necessary requirements to receive grants, therefore, we start from the beginning and walk you through step by step to position your organization for the many facets to receive grant funding.

Finally, a book about proposal development that won't put you to sleep! A must read for anyone in the business of selling or marketing professional services. If you are looking for real insights into the proposal business, if you want to work smarter and not harder, and if you care deeply about the outcome of the proposals you produce, this is the book for you. Proposal Development Secrets is full of ground-level advice from the proposal trenches and valuable insights that might just make proposal development a little less taxing and a lot more rewarding. It focuses on the cold hard realities of the proposal business and provides you with some strategies to help you get home to the people and things that you love. In Proposal Development Secrets, Matt Handal, author of Marketing To The Mind, shares his unique insights with you. Topics include: The proposal evaluation practices clients don't want you to know How to craft compelling proposals your clients will read The right and wrong way to ask questions about an RFP Technology that will make writing proposals easier and faster The formulas for writing and choosing the most relevant experience How to get your proposal accepted after you missed the deadline And much, much more

The manager of bibliographic services at the Foundation Center assembles actual grant proposals that have garnered money for nonprofit organizations, as a guide for newcomers to grant writing, presenting them in sections on special single-year and multi-year projects, endowment, building or renovation, general and operating support, seed money, and planning grant, and also providing examples of letters of inquiry, cover letters, and budgets.

Persuasive Proposals and Presentations shows readers how to develop a winning strategy and how to be clear, organized, and persuasive. It lays out common mistakes in strategy and offers effective advice.

Winning proposals that turn prospects into clients Based on the proposal-writing system used at A.T. Kearney and KPMG Peat Marwick, Writing Winning Business Proposals features proven strategies, along with worksheets and other tools that clearly show clients what they want and will easily seal the deal. Thoroughly updated, the third edition offers general guidelines that apply to all business proposals making this the must-have proposal-writing book to have on hand. Writing Winning Business Proposals features: Winning formula from top consultants proven to work for any proposal Complete step-by-step process, walking you through all the difficulties Up-to-date, user-friendly redesign with new worksheets and charts Updates on fees and collaboration If you're seeking approval for projects, or want a client to buy, invest or do something, Writing Winning Business Proposals is the reference you need to get you to get them to do what you want. How does a company constantly win more business than its rivals? A key factor is the ability to create proposals that outshine those from even the strongest competitors. Powerful Proposals helps businesses maximize the selling power of their proposals, with proven strategies for going beyond "this is what we do" documents in favor of customer-centered offers that highlight the tangible benefits your company offers. This powerful process offers tools and techniques that will let any firm: * assess their "winner or loser" proposal status and take proactive steps to become a winner * address the "Big Four" questions that a proposal must answer to be successful * create "A+" proposals in less time with less wasted effort via a simple, repeatable process * neutralize the issue of price when the firm is not the low-price provider Powerful Proposals takes readers step by step through designing executive summaries, writing themes, and generating the text. There is also valuable information on strategy, graphics, callouts, and other visual elements.

Write Better Proposals Faster to Accelerate Your Writing Career! Whether you are a true beginner or a seasoned writer looking to secure more book contracts, The Weekend Book Proposal shows you how to take your best ideas and create powerful proposals--quickly and professionally. No need to spend months laboring over a proposal when in just a few days you can write one that will ignite the interest of agents and editors. Ryan G. Van Cleave presents the tools you need to craft an eye-grabbing proposal for your nonfiction, memoir, anthology, textbook, novel, and more. Jam-packed with proven strategies, nuts-and-bolts advice, sample queries and proposals, interviews with publishing experts, and "Hit the Gas" tips for speeding up the proposal process, The Weekend Book Proposal will show you how to succeed and prosper

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as a writer--and sell your books before you've even written them! The Weekend Book Proposal explains how to:

- Write a catchy title and book description.
- Create a compelling author bio and chapter outline.
- Develop a targeted, engaging concept statement.
- Build a strong marketing plan and endorsements list.
- Structure your proposals based on those crafted by successful authors.

If you have just assumed responsibility for writing a response to one or more Requests for Information or Requests for Prices, then you know that you have a great deal of responsibility to shoulder. This book in around 40 pages provides you with the insights you need to write a winning proposal not just an excellent one. Writing a winning proposal can transform a company and the life and career of its author. Win a major deal and you establish a solid base for a whole new source of growth for your company and, as an employee, establish yourself beyond all doubt as someone who personally made the business more successful. In an uncomplicated, jargon-free, brief and entertaining way, this book will show you how to position your business to win, whilst avoiding common mistakes. It will help you give you the best possible chance of winning and it will show you that keeping things simple is the best route to success. Written by a highly successful business leader and based on many years of leading, developing and presenting winning proposals, this book is an easy to read, authoritative guide that embodies all of the principles that the book highlights. This book will:

- * Make it easier for you to write winning proposals
- * Help you to protect your company through the process
- * Help you to think about and clarify the reasons why someone would buy from you
- * Help you to decide pricing strategies
- * Prove to be a fast and entertaining read
- * Provide a series of checklists so that you can be sure that you have addressed all the advice given.

This book teaches students how to write with clarity, credibility, and precision to create public relations plans designed to win approval and be successful. Includes: Public relations planning, writing, and applications ; Introductory public relations planning and campaigns.

Guarantee value and profit with every proposal you write! Business proposals cross the desks of decision makers all the time, but rarely do they credibly promise high impact and impressive ROI. When they do, though, the people that matter pay attention. The Consultant's Guide to Results-Driven Business Proposals presents a systematic, structured method for gaining the attention of clients, earning their respect, and, ultimately, winning any project. ROI experts Jack and Patti Phillips take the proposal process to a new level by providing the means to prove forecasted value using systematic, routine processes. You'll learn new techniques for predicting ROI and clearly illustrating the financial value a proposed project will deliver—which always makes a powerful impression on anyone who reads it. The authors also address the key issue of providing what every stakeholder wants in a project—success guarantees. The Consultant's Guide to Results-Driven Business Proposals explains how to:

- Write proposals that are effective, efficient, timely, and on target
- Set objectives for proposals at a variety of levels
- Deliver your proposal to the most influential people
- Develop a success guarantee to drive total customer satisfaction

The Consultant's Guide to Results-Driven Business Proposals is the difference between proposals that simply cross a desk and those that turn the heads of decision makers. This is the tool you need for transforming the process of business-proposal writing from a torturous task with a side of anxiety to an opportunity for approval and a chance to showcase your expertise.

Writing Winning Proposals: Public Relations Cases teaches students, as well as practitioners, how to conceptualize and write public relations plans and proposals from the perspective of the plan reviewer -- typically non-public relations practitioners. The process illustrated within the book is designed to win approval from the plan reviewers and to foster a path for award-winning plan writing. The book thoroughly describes components of the plan, and then provides many actual cases to further demonstrate the strategy and thought process behind plan construction. The cases have multiple suggested writing assignments, role plays, and case problems. These help students and practitioners explore progression of plan construction in various avenues where public relations may be required and practiced. Cases highlighting community relations and engagement, media relations, employee relations and empowerment, government relations, crisis management and prevention, risk communication, corporate communication, social media implementation, arts and entertainment, corporate communication, social responsibility, promotional endeavors, and event planning are all included. Writing Winning Proposals is ideal for introductory public relations courses, as well as courses in public relations writing, plans, and campaigns. It can also be used as an academic text supplement, a campaigns workbook, or for strategic planning.

Based on the proposal-writing system used at A. T. Kearney and KPMG Peat Marwick, this book features work sheets and other tools for moving "buyers" from concept to acceptance. Thoroughly updated, the second edition includes many new examples and scenarios, chapters on fees and collaboration, and new sections on "voice" and presentation.

Acquire the necessary skills to win business through proposals, bids, tenders, and presentations—this hands-on guide is your partner for success. You have in your hands the collected knowledge and skills of the professional proposal writer. Proposal writing is a profession — a growing and increasingly important one and an essential part of a broader group of business development professionals who plan and execute strategies for businesses who want to obtain new customers. Proposal writers have a professional organization — the Association of Proposal Management Professionals (APMP) — and their best practices are the foundation for this book. Proposal writing is a skill you can learn, practice, and master; you can even go through a professional certification process to prove your mastery. Writing Business Bids & Proposals For Dummies is your no-nonsense guide to finding out what professional proposal writers know and for applying it to your own business. If you're a small- to medium-size business owner, a first-time proposal writer in a medium-size company, or a sales representative, you know that a written proposal (printed or electronic) is still a common, personal, and effective way to win business. Written in plain English, Writing Business Bids & Proposals For Dummies will help you to:

- Know the difference between reactive proposals (the RFP or request for proposal) and proactive proposals
- Focus on the customer by going beyond their requirements to address their true needs
- Know your competition through research and

analysis Write persuasively to develop a winning business proposal Plan and use a repeatable proposal process Incorporate a lessons learned aspect to your proposal process Use tools and templates to accelerate your proposals Motivate and lead your proposal team to ensure they're on the same page Use graphics to enhance your proposals Learn ways to automate your proposal development process And a whole lot more Additionally, you'll gain access to ten templates for building a proposal, find out ten common misconceptions about bids and proposals, and add a compiled list of online resources to your toolset. Grab a copy of *Writing Business Bids & Proposals For Dummies* to start sharpening your proposal writing skillset.

As more and more clients shift to a formal Request For Proposal process, is your firm winning all the business it could-and should? The key to winning proposals isn't really magic. But as RFP requirements become increasingly complex, and competition stronger, putting together a successful proposal does require a more strategic approach and a game-changing shift in thinking. *The Magic of Winning Proposals* will not only help you improve your RFP win rates. This essential book will help you win new clients and realize better margins. Some of the most successful consulting firms in the world use this process, achieving win rates of more than 80 percent. Now author Laura Ricci shares her process with you. *The Magic of Winning Proposals* provides an easy, step-by-step guide (complete with forms) on how to sync with your client, analyze the RFP, avoid pitfalls, and thoroughly prepare the final proposal and oral presentation. This book delivers--so you can, too. *Writing Grant Proposals That Win, Fourth Edition* offers step-by-step instructions and clear examples of how to write winning grant proposals. It offers practical guidance on how to: ? Express the need for the project. ? Describe objectives and activities. ? Outline an evaluation plan. ? Create a workable project budget. The Fourth Edition is a thorough update with all new charts, graphs, tables, and figures; as well as new examples and coverage of current topics. Students will come away with a clear understanding of how reviewers function and what they are looking for in proposal sections, in addition to what is needed to maximize every aspect of the proposal. The text is loaded with useful tips that will enable your students to hit the ground running, including how to assess a program announcement and ensure each requirement is addressed; condense your entire proposal into a brief but compelling abstract; determine what appendices to include (and in what form) for maximum impact; adequately describe project dissemination and continuation plans; use technology -- including desktop publishing, graphics, color, and spreadsheets for budget development -- to enhance your proposals; and structure your proposal to increase your chance of winning.

Writing Proposals aims at making it easier for your project to access a grant with two tools: industry best-practices and a field-tested proposal template. This book is mainly for projects that wish to access public grants and will give you: - A downloadable proposal template and budget sheet - An A-to-Z methodology to write your proposal and budget developed over 7 years of practice - In-depth explanations for each proposal section - Several examples of paragraph texts - 7 Writing techniques to make your project's case better - 26 Proposal-Specific writing tips *Proposal Writing* is a daunting task: we have to follow strict guidelines and a process we aren't familiar with. On top of that, we need to present our project in the best possible light, all within a very tight deadline. Doing everything, and doing it perfectly, is possible - but it requires time: time to read, to understand, to plan and to write. Time, unfortunately, is the resource we lack the most, and we might not be able to build the necessary expertise via practice. This is where I come in: I put my time in this book, so you don't have to waste yours. This book is a collection of the best, tools, tricks and techniques developed in 7+ years of grant writing. Every single tool or concept has been field tested and refined via trial and error. *Writing Proposals* is divided in three sections SECTION 1 is an A-to-Z guide on how to write a proposal. It provides a workflow, a sample proposal structure, and a downloadable proposal template and budget sheet. Each one of its chapters provides a detailed explanation of the different building blocks: - First Steps of Proposal Writing - Outline of the Technical Proposal - Introduction - Context and Proposal Structure - Methodology - Organisation and Staffing - Budget - Review and Finalization SECTION 2 focuses on Writing Techniques for Proposals, meaning what you can do to write your text better, faster and to make it more effective. Here, we go over 7 fundamental tools for better writing. SECTION 3, lastly, is a collection of 26 Proposal-Specific Writing Tips, that is a series of adjustments you can use in your text right away that make your document more readable and easier to follow. At the end of the book you will find the proposal structure (for quick reference) and a methodology to calculate your personnel's hourly rate

Writing proposals is the lifeblood of many organizations, individual performers, and consultants. This issue provides a six-step process to help you write proposals that get results. You will find help with overcoming common obstacles to create a more compelling case for your ideas. Tips are provided for conquering writers block and using consistent style and language with special hints for trainers.

The difference between a winning proposal & one that comes in second is only two to five points on a 100-point scale. Designed to narrow that gap, this book supplies all the tools needed to generate consistently successful proposals that elicit new clients & contracts & win over peers & senior management on a new project. The secret is in the authors' systematic, easy-to-understand method currently used to train hundreds of consultants at A.T. Kearney & KPMG Peat Marwick. It shows how to crystallize & develop key proposal messages & themes. And it uses an extensive selection of worksheets to help organize & sequence the key psychological decisions necessary to move the buyer-of the proposed service, product, or idea-from the current situation to the desired outcome.

In this valuable handbook, writers learn how to market the potential of a book idea and effectively communicate that potential in a proposal that publishers will read.

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