

Essential Proposal Writing Strategies

By Huw Lewis

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Contents

About Huw Lewis @ Win Tenders	2
Introduction	3
How to Structure your Proposal	4
The Golden Rule.....	4
Headings & Getting your reader’s attention.....	5
Pictures – Should I use them?.....	6
Get Their Interest.....	7
Simplify or replace wordy phrases.....	8
Avoid Jargon & Gobbledygook	8
Be Specific	10
Build Desire with Great Benefits.....	11
Get Them to Take Action.....	12
The 7 Secrets of Completing Great Proposals ...	13
Cover Letters.....	14
Summaries.....	15
Finding Your Style	16

About Huw Lewis @ Win Tenders

Why should you take any notice of me?

First: I am one of the UK's leading authorities on providing Successful Tendering information to business owners in the UK and across Europe. I have personally completed many hundreds of tender applications as well as advising and compiling thousands more.

Second: I will tell it to you like it is. There is huge potential for great success at winning tenders – but I also know that it's not always a straightforward path. If you are like most business owners, you are being bombarded with people claiming to be “the experts” – from advertising companies to web site designers, from accountants to solicitors. As if that's not enough, finding out what really works in becoming a master of tender success and making your business profitable is another huge challenge.

My success speaks for itself – the evidence is the number of tenders I have won working with, and for, my clients.

Introduction

I give away free reports like this one filled with advanced thinking, strategies and advice on how to grow your business and win more contracts through tendering. Why? To help you succeed and if you need help you know who to call.

In this report we will go deep into one of the key topics in writing effective proposals - *the copy*.

What I am about to share with you may be a surprise as not only do most people writing tenders (the admin assistant through to business owner) get the *copy* wrong, but even many copywriters and professional bid writers are unaware. Like a lot of things many people do not understand the reasons why the things they do either do or don't work for them, but of course as professionals they should.

Writing *copy* is not an art that only a few people can do, it is a skill that can be learnt, just as I have and am going to teach you. Writing good, clear and straightforward *copy* that is compellingly readable is a formula that once you've learned how to do it, can be crafted like all your other skills.

When you have learned how to write compelling *copy* with a structured and flowing proposal it will see you rise above the competition and get the rewards you deserve in terms of winning more contracts.

“A word of warning though, learning how to write great proposals is only part of your bid winning strategy”

A word of warning though, learning how to write compelling *copy* and a great proposal is only part of your bid winning strategy. It is important that you get right what you learn in these valuable pages and become the best that you can be, but it is not a panacea. If you do not deliver great value with the products and services that you supply then you will probably not even get invited to tender. Even if you do, you probably won't make it past the tender round. So it is vital that you fix any issues with your products and services. How do you know if you have this problem? Do the customer retention exercise – it is simple, “how many of your customers come back time after time?” if the percentage is poor, then you have issues to fix.

The most powerful thing that a clearly written and comprehensively compiled proposal can do for your business is to start to build a relationship. Many people ignore the fact that the tender application is part of a relationship building process and your *copy* and proposal is an essential and persuasive part of building that vital relationship.

How to Structure your Proposal

“Follow the instructions provided by the client, even if this is not the way you would like to organise the information.”

The Golden Rule. *Follow the instructions provided by the client, even if this is not the way you would like to organise the information.* If you fail to follow this rule it is highly probable that all your hard work will be rejected.

If the content is left open to you, it is essential that you follow my rules for meeting the clients' needs. You **must** include as a minimum:

Company Information: Your company or consortia information and the statement of purpose of your bid.

Delivery Requirements: A description of your understanding of the contract, its objectives and the standards that are required to deliver it.

Technical Reply: An outline of your technical proposal to the specification, including a timetable of delivery and staged completion dates.

People: A description of the people assigned to the work with an explanation of their skills, competencies and responsibilities in delivery of the work.

Project Management: Details of how the project will be managed, monitored and reported, including how complaints/disputes are handled.

Reporting: A statement of what will be achieved and how this will be measured as successful.

Controls & Procedures: Provide any and all relevant procedures that will apply to this contract, for example, customer care, health and safety etc.

Experience: Identify your experience of similar work and provide references that demonstrate your credentials to be able to deliver this contract.

Fees: A statement of fees and expenses for delivery of the contract.

To enhance the impact and quality of your submission I **strongly recommend including:**

- (1) a cover letter outlining a summary of your bid, especially the value you offer;
- (2) a list of the requirements defined in the specification and contract notice indicating where, within your proposal, you have responded to each of these points; and
- (3) a contents listing and reference guide to help guide the reader through your proposal.

Headings & Getting Your Reader's Attention

It is tempting to use old bids from previous successful tenders as a model or even to recycle previous material, but you will risk not understanding why it was successful or worse still you will become complacent. You must consider that all of your copy is sales copy. Everything that you put into a proposal must be intended to put your business in the best possible light to the client. How do you achieve this? The formula to apply is what advertisers call AIDA. This is extremely powerful, yet as with all great ideas, is simple to apply. If you follow this formula in all of the copy that you write (even technical explanations!) then you will greatly increase your chances of success.

AIDA is an acronym for:

ATTENTION: your headline needs to grab the reader's attention and encourage them to read on.

INTEREST: now you've got their attention you need to keep them reading.

DESIRE: when you move the reader's interest into desire you know you've got them hooked.

ACTION: with sales proposals and tenders, you must get into the "invite back" or "put forward" pile of applications. Unlike advertising though, you do not have to urge your reader to take action as this has to happen as part of the tendering process (unless you are writing a speculative proposal). Always give the reader the opportunity to contact you should any questions arise. Make sure that your response to any questions reflects the promises you have made in your proposal document!

You can achieve these results in all of your proposals. A word of warning though, once you have done this for one tender do not reproduce the same headings and paragraphs for every bid as you will not be addressing the needs of the client. Always question whether you are answering the client's needs for their contract. If you repeat your style, your ideas and thinking grow stale, so always look to strengthen your copy with each proposal.

The big mistake nearly everyone writing a proposal submission makes is assuming that it will get read if it is submitted on time. What you need to know is that your submission is one of many and the reviewers are looking for any excuse to exclude it, and reduce the amount they have to read. Imagine how boring it is, having to read page after page of uniformly dull, coma inducing proposals!

The chances are the person(s) reading your bid are busy and have their attention focused on getting through the tedious amount of boring tenders they have to review.

So you need to get them to stop and transfer their attention to wanting to read your copy, but this is no mean feat. That's why your heading must have a strong compelling message to get the reader to read it. Once

"The big mistake nearly everyone writing a proposal submission makes is assuming that it will get read if it is submitted on time."

you've succeeded, the purpose of your first line is to get them to read the second and so on.

It's obvious how important the headline is so put your attention into getting it read or you may as well forget the rest. *You must stand out from the rest!*

To get your heading right, make sure you put the **benefit** that addresses the client's question, not the feature. For example when asked about your quality system you might say

"Our Company has been ISO 9001 accredited since 2003"

But this is a feature rather than benefit so what is it you really offer your customers?

"Guaranteeing Customer Satisfaction with 96% of customers Delighted or Highly Satisfied since ISO 9001 accreditation in 2003"

You may think this is too simplistic and can't possibly work, but believe me it does, as the same techniques are used in writing great adverts.

Some attention grabbers for you to consider in your proposals:

Headings	Greetings (rather than Dear)
Did you know....	Welcome to
Can you afford to.....	Proposal to
Switch to	A special invitation
Proven to be..	
Easy to use	
	Statements
Challenge	Most people
Can you see....	The Top 5
Gain more xxxx by	The Secret to
See how you....	In the time it took you to read...

Pictures – Should I Use Them?

Follow these simple rules:

"Graphics have a way of giving impact that words cannot"

Check that it is relevant. Certain information is communicated more powerfully and appropriately in a photograph or graphic. Graphics have a way of giving impact that words cannot, using fewer words, and can provide striking attention and interest (when used appropriately).

Personality is good, so a headshot of you projects personality into the bid. For example an organisation chart is an excellent way of explaining a team structure that has great impact when illustrated with great photos of the team members.

Use excellent quality photos. Do not settle for drawings or illustrations unless they are of the highest quality. For graphs or tables, make sure they are adequately and correctly labelled.

Explain and Reference. Label each figure and make sure it does not repeat the text surrounding it. Sometimes the picture or graph will need explaining so make sure the explanation or reference are clear without overcrowding with text.

Always have a caption. These are read as much as headlines and are a great opportunity to underline your sales message. For example, if you are the client contact manager, rather than just putting your title under the photo, explain why you are the finest contact manager e.g. "I promise that if you do not agree our service is the finest, I will personally fix the problem and give you a replacement for free!"

Get Their Interest

So now you've got their attention, how are you going to keep them reading?

Proposals that are written in strong, clear language are most effective. Active sentences are typically shorter and more compelling. **So your next job is to take their attention and turn it into interest.** As always, most people get this part wrong. What the reader wants to know is how you are going to deliver on your headline (the thing that captured their attention).

Use the active voice as this is the one that accepts responsibility for action. An active sentence is made up of:

- The person doing the action.
- The doing word (verb) describing the action.
- The person receiving the attention (being acted upon).

Our customer services representative manages the contract. (active sentence)

The project is managed by our customer service representative. (passive sentence)

"The prospective client wants the bidder to accept responsibility to make things happen and be confident in meeting their requirements"

The important reason for using the active voice is that it is more convincing and persuasive. The prospective client wants the bidder to accept responsibility to make things happen and be confident that they will meet the latter's requirements. You still have to keep their interest though, so try to draw the reader into a conversation with your replies.

Your reader isn't interested in making your business more successful or adding to your sales, so keep their attention by building interest.

e.g. "We have a thorough and robust process in place to track costs, schedule and deliver the necessary discipline to repeat prior successes in design delivery opportunities with similar applications".

This has not only lost the reader's interest (they are probably in a coma as everyone else has written the same thing about their design process) but they are also no longer interested in you, your company or your products and services

What they want to know is that you are going to deliver on your promise (the headline that grabbed their attention) so consider how the lines that follow on from the heading draw the reader into the conversation the headline started:

e.g. “Did you know that we have delivered 87% of all design projects ahead of schedule? Are you aware that our 6 step process ensures that every design we implement has achieved a customer satisfaction rating of over 90%, even on the rare occasion of an overrun?”

The second is much more compelling, active and interesting to the reader (so long as it continues the story the headline began and answers the question raised by the prospective client).

Convert your sentences to active by rethinking, re-ordering or rewording the sentence. If you have Microsoft Word, then you have an advantage as this automatically identifies when you have used the passive voice (it underlines the sentence in green).

Simplify or replace wordy phrases

“Wordy phrases are a plague and are similar to redundant words, gobbledygook and clichés.”

Wordy phrases are a plague and are similar to redundant words, gobbledygook and clichés. Wordy phrases can be understood, gobbledygook can't. Over-use of wordy phrases turns them into a cliché, so just avoid their use. Here are some examples (not exhaustive!):-

Along the lines of	Like
With the exception of	Except
Until such time	Until
State of the art	Latest or modern
In spite of the fact that	Although
In the event that / assuming that	If
Reported to the effect	Said
A large proportion of	Many
As a result of	Because
By virtue of the fact	Because
From time to time	Occasionally
To summarise the above	Summarising / In summary
On a few occasions	Occasionally
Leaves much to be desired	Poor
In the final analysis	Finally
At this moment in time	Now
At all times	Always
It is often the case that	Often
Negative savings	Losses
On the part of	By / for

.Figure 1. How to simplify some Wordy Phrases! Be as brief as possible without changing the meaning

English has many deceptive words so make sure that you use the correct words in context. Revise words or phrases that could have more than one meaning to avoid ambiguity.

Avoid Jargon and Gobbledygook

“So, consider the reader and avoid jargon that will inevitably confuse them or even put them off.”

Big words and phrases reduce the persuasiveness of your copy and can even give it an arrogant tone. Although your proposal reviewer is intelligent, they are not as expert in your subject as you are. So, consider the reader and avoid jargon that will inevitably confuse them or even put them off. Don't be tempted to put in words that you believe sound “professional.” Do not put in familiar language that may be confused for example:-

“You have to see our hot new product line”

High-temperature, fashionable or even stolen are feasible misinterpretations of your product line!

Good writing can include some jargon if it is defined or explained in context.

Remember, if you use acronyms in the text explain what they stand for before using the acronym throughout the document.

Jargon to avoid:

Action Planning	Best-in-class
Core competency	Cutting Edge
Cost effective	Core solution
Downsize	Employee Empowerment
Enterprise resources	Governance granularity
Industry Leading	Headcount
Joint Venture	Knowledge management
Leverage	Make redundant
Market driven	Mission Statement
Mission critical	Partnering
Paradigm shift	Right size
Strategic alliance	Task force
Uncompensated overtime	World class

Figure 2 Business jargon to make you cringe! Use it with caution and only when essential to get the right meaning across so the reader will perceive it correctly.

Gobbledygook often comes from people getting wrapped up in their own importance. Abstract, long sentences often with pompous words cause the meaning to be left behind, assuming the reader hasn't fallen asleep before reaching the end.

Gobbledygook Alternatives

Accordingly	So
Additional	More
Ascertain	Learn
Acquire	Buy
Activate	Start
Apprehend	Catch
Appraise	Tell
Approx	About
Assistance	Help
Attempt	Try

Cognisant	Aware
Commence	Start
Completion	End
Configuration	Shape / pattern
Demonstrate	Show
Discontinue	Stop
Disseminate	Distribute
Employ	Use
Encounter	Meet / use
Evacuate	Leave / clear
Exceedingly	Very
Exhibit	Show
Fabricate	Make
Function	Work
Homogenous	Same
Interface with	Meet / call / discuss
Inform	Tell
Locality	Place
Leverage	Use
Magnitude	Size
Manifest	Show
Manufacture	Make
Methodology	Way / approach
Modification	Change
Necessity	Need
Numerous	Many
Paramount	Main
Perspective	View
Possesses	Has
Proceed	Go
Ramification	Result
Remunerate	Pay
Request	Ask
Scheme	Plan
Sophisticated	Complex
Subsequently	Later / as a result
Terminate	End
Transmit	Send
Utilize	Use

Figure 3 Avoid gobbledygook by using the simplest, most specific words available.

“Not being specific means you are perceived as evasive which may be interpreted as not able to be trusted.”

Be specific. What are you selling? Many writers are deliberately vague because they don't know how to be specific. Not being specific means you are perceived as evasive which may be interpreted as not able to be trusted.

When you say you “interface” with the prospects, do you mean you are going to phone, write, meet or e-mail them?

Generalised statements avoid answering the question and suggest that you do not understand the problem or are intentionally evasive.

Keep it Simple, Stupid (KiSS). Gobbledygook is common in introductions of proposals and especially in executive summaries. Writers try to include

everything and lose the meaning, so remember to apply “KiSS” throughout your proposal.

Build Desire With Great Benefits

Now that you’ve got your reader interested, you need to build their desire. One of the most important words you can use is “you”. The words you write should not talk **about** your reader but it should talk **to** them. When you answer a question, direct the reply as if you were talking to the reader. To keep your reader’s interest (even more important because you are building their desire to gain further information) you need to :

Address their concern. What is their problem or “pain” that needs addressing (read their questions and make sure your answer addresses this “pain”). A promise that you can make this problem go away will show that you can empathise with the reader so speak in the language of shared experience and understanding to continue to build their desire.

Solve the problem. Put in simple, straightforward and concise words - how you offer the solution to their “pain”. These solutions are the *benefits* of what you, your product and your service provide.

“People buy from people they know and trust. So make your words engender a sense of trust and belonging.”

Remember what I said, your copy must **build a relationship with the reader** to gain their commitment to buy your products or services. They are looking for key words and phrases that will help them make that “buying” decision.

People buy from people they know and trust. So make your words engender a sense of trust and belonging. Study the language they have used and then respond using, where and when possible, the same language and terminology. Use simple language and phrases.

The average reading age of adults in the UK is 11, so if your written language cannot be understood by an 11 year old then it’s too complicated! I do recommend that you get your copy read by children of this reading age. Have them read it aloud and if you hear that they are having difficulty getting through it you’ll know where some of the problems are. They don’t have to read the entire proposal to help you work out how well it flows.

You should also be attempting to establish an emotional connection with your reader. Use words and language that show you empathise with their “emotional pain”. Giving explanations in simple terms, demonstrates how you will be able to meet their requirements. For example, if the concern is for reliable services, do not state that you are reliable, but explain what being a reliable service provider means. Explain how you go the extra mile for your customers and what this will deliver for them.

It is important that you are able to explain how the features and technical aspects of your product or service meet the requirements, but what you really want to emphasise is the benefits that you provide. The reader doesn’t really care about your product or you for that matter. All they really care about is what you and your product can do for them.

So, sell on benefits not only features. Features are only what you do. I know you love your business and you have a passion for what you do but, the fact is, your customers are only interested in what you can do for them. Instead of writing loads of features about what your products and services do, write about what you and your products will do for the reader.

Don't worry, as this is not as difficult as it sounds. You will make mistakes, but with practice these strategies, once working, will bring you immediate results.

Get Them to Take Action

Unless you are writing a speculative proposal, your reader will always take action and reply. What you need to do if you are writing a speculative proposal is get the reader (whose desire you have now built) to take action.

A common mistake for many proposals is that they miss the vital element of the reason to respond. Why would anyone want to respond to your proposal if there is no offer and no call to action? In speculative proposals, you have only one objective; get the reader to respond. If they don't do this you have failed in your objective as there is no other reason for writing it. Taking action is critical.

“You must make your offer clear and unambiguous for your reader to respond to it.”

So how do you make them take action? You have to make it generous and exciting or even intriguing. You must make your offer clear and unambiguous for your reader to respond to it. What your actual offer is depends upon your purpose and the business you are in, but it must have two vital elements:

- **One offer** only. Anything more will kill the other offers.
- **An irresistible offer.** You have to have a compelling reason to the point where it makes no sense for them not to contact you.

Don't forget to give them an easy way to respond; give them multiple ways so they can reply in the way *they prefer*:

- Include a pre-paid envelope and enquiry response.
- Allow them to access you via a web-page.
- Give them a personal name and telephone number to call.
- Give them a personal e-mail address to reply to.

Make it clear and simple and don't forget to remind them why they are responding (to your offer).

When they have replied, make sure you send them a timely response (letter, e-mail) thanking them. As a general rule, the easier you make it to get a reply, the more likely you are to get a response.

The 7 Secrets of Writing Great Proposals

“People generally prefer to receive proposals that are business like and to the point.”

1. Set your completion targets for writing the tender documentation by timeline rather than by pages or words. Unless the bid specification imposes word or length limits do not impose them upon yourself. Instead, write what you need to say to address the needs of the reader and then edit to be as brief and compelling within the allowed limitations (this is writing to a timeline rather than pages). People generally prefer to receive proposals that are businesslike and to the point. This means keeping your proposal relatively short. The specifications often ask you to keep it brief so heed the instruction. It is quality rather than quantity that will impress the reader.

As you are always going to be facing pressures of time and word limits I always recommend you **map out the content** of each section and the key points you need to address. Your first draft will help you decide what to put into each section. Check it through for consistency and flow and do not repeat points unnecessarily in one section after the other.

2. Present solutions to questions in your answers. Every question asked has an underlying concern. They want their problem solved for them by implementing your solution. Make sure that when writing you concentrate the emphasis on addressing this concern.

Once you have written the key benefits that you offer to answer the “pain” of each question **make sure that you have emphasised how distinctive and different you are in your ability to satisfy the evaluation criteria.** You are being judged according to the weightings of the evaluation criteria laid down in the specification. You may now need to edit and cut back the words by removing some less essential material to get it to fit in with the space or word limit applied.

3. Pace your work and do your writing when your mind is at its freshest. Deadlines are tight and daily commitments usually mean that bids have to be written under immense pressure. This may not be the easiest time to produce your most focused work. Set a completion date and work out how long you need to complete the more straightforward parts of the proposal. Cut this time down to a minimum and spend more effort on compiling the more detailed responses required. Much of the easiest work can be done quickly, especially if you have prepared drafts ahead of the work required to complete the rest of the proposal e.g. prepared C.V.s and policies.

4. Consider writing about yourself rather than “us” or “we”. Even though you are probably part of a company, there are elements of your proposal where you can write it from an individual perspective. Remember, your aim is to cultivate a relationship which is not possible with a faceless group of corporate people.

5. State the conclusion first in technical sections when asked to solve problems within the proposal. Your explanation of the conclusion forms the story you take the reader through.

Follow these rules when completing technical writing:

- Start with a statement of purpose for each section (the heading to grab attention!). This is your solution to their problem.
- Keep sentences short. Limit their length to 30 words max.
- Keep your sentences to one single point. Link related statements as a group of clauses.
- Always get the grammar, punctuation and spelling correct.
- Always write clearly and simply. You will never be criticised for having a straightforward and clear proposal.
- Keep your paragraphs short, limit them to 10 lines.
- Make sure your paragraphs have a logical and consistent flow of information.
- Use bullet points as these often work better than a paragraph and have great visual impact.

6. Avoid “indicative” and words that mean they are spending money.

When consultants describe cost figures as “indicative” it leaves the reader very worried about all the extras that are likely to blow their budget. Although the reader is spending other people’s money (their company’s or department’s), it is their responsibility to spend it wisely. So do not reinforce they are “spending”; consider using terms like amount, fee and invest instead of cost or price.

Stating the fee as a small amount is also effective in getting acceptance of your price. If possible, put the price in smaller font than the rest of the copy and savings in a larger one.

7. Use subject headings to signpost the route through your text and break it into logical, readable sections. Make it easy for the reader to identify and find specific pieces of information by numbering each paragraph with a unique reference number (ideally relating to the question it is answering). This shows that you have a logical structure (it infers an implied reliability) and also minimises your chances of getting any cross referencing wrong.

Don’t go overboard with multi-levelled numbering. If your paragraph indentation means you have more than three levels of numbering e.g. 2.A.i, then restructure your paragraphs to fix the problem. Always proof read to make sure that every paragraph is numbered and not duplicated elsewhere.

Cover Letters

Cover letters are a common part of proposals and although they often have relatively little influence compared with the executive summary, they are important. They usually serve two purposes, to:-

Identify the two or three key messages or powerful themes in your proposal that makes it distinctive and of vital importance to the client;

Identify that the bid may be split into different parts for ease of evaluation (if appropriate) e.g. technical, procedural and financial.

“Cover letters are a common part of proposals and although they often have relatively little influence compared with the executive summary.”

The focus of the letter depends upon the person receiving the proposal. If they have a role in the decision to buy from you, then the cover letter is another opportunity to promote your offer. It may also serve as a packing list to instruct the person accepting it what is included and who it is intended for.

Keep the cover letter brief and courteous. If appropriate, underline your readiness to follow up your bid with a face-to-face meeting or presentation. Confirm your readiness to attend if the next stage is a round of interviews.

Close your letter with a short paragraph detailing:

- What's included
- Contact details
- How long the offer is valid
- The clients contract name / number / reference

“The letter should be signed by the highest ranking person who actually put the proposal together ... Re-enforce the personality of your proposal.”

The letter should be signed by the highest ranking person who actually put the proposal together. If it wasn't the MD, do not have them sign it off. Re-enforce the personality of your proposal.

Summarising Your Bid

This is often the most important part of your proposal. It sets the tone for the reader(s) and often is the only page read by key decision makers. It must give an immediate message of why your proposal must be considered. To do this the reader must clearly understand your solution and its unique benefits that will allow them to justify your selection over all others.

This must be the last section you write. This is why I have left this point to the end. Even if your client does not ask for a summary, write one anyway and call it whatever name the client has for it e.g. management summary, management overview. This will appear at the very beginning of your proposal documents. **It must not be a shortened version of the contents!** It must be a convincing flow of the essential, tantalising few key points that you make up front in order to fix in the readers mind what they will benefit by reading on through your proposal.

The Essentials of a great summary

Unmissable: You must put it at the front ahead of everything else except the title page and cover letter. To make it stand out, print it on paper that is a different colour from the rest of your proposal.

Brief: The decision makers have intense time pressures and you have to capture their attention, so make it something they can read quickly. Connect your solution with the “pain” of the clients’ key problems. Show how you are irresistible compared to the competition. A one page summary is best.

Focus: Show that you have understood their needs (the “pain”) and show how you are able to address each of these. List the vitally important ones,

highlighted in their specification. Show how you will take ownership of their needs and always explain what your product benefits will do for them.

Flow: The content must be clear and persuasive. Make sure that you use language that clearly explains how you understand their need whilst demonstrating that your solutions logically meet these.

The Vital Few: 80% of your solution can be explained by less than 20% of the points you will have made, so include only the strongest few. There is no room for lengthy details or discussions. Include the clear proof of your claims. Every statement has to build a clear image of addressing the client's needs. Be brief, but comprehensive by taking out any confusing technical details.

Clear: Make it easy to read by putting it in a format that is punchy in style. Headings, paragraphs and bullet points are all suitable ways of doing this. A picture or graphic may also be appropriate, but not your company logo. This does not tell the reader anything. If you do use a picture make sure you have a compelling reason for doing so.

Finding Your Style.

Regardless of all of the pointers I have given you, style is personal. To write great proposals (like any story teller) you have to develop your own personality and there are no "rules" as to how you develop this, except practice, practice, practice.

If you write in your own style rather than copying someone else's, you will find that your personality comes through. Your personality will connect you with the reader and this is the cornerstone of success: building a relationship. This above everything else will get your readers responding even more than professional copywriters.

"Write like you speak. A word of warning though, do not ramble on, you still have to be focussed."

A How do you do this? Simple. Write like you speak. A word of warning though, do not ramble on, you still have to be focused. You should not have to use "professional" speak and fall into the gobbledygook and jargon trap. The reason people make these mistakes is because we are surrounded by management speak, legalese and stuffy speech that is in the main, inappropriate. So, regardless of all the pressures to write "professionally", write as though you are in conversation with an individual. It will help you find your words and help you build relationships. This will have a bigger effect than you could ever imagine being possible.

Enjoy putting these strategies and tips into practice and the results that will follow.

I wish you all the best with writing your winning proposals

Huw Lewis

Call me for further information on 01446 771507