

Ilise Benun's 10 Point Winning Proposals Checklist

Before you present your next proposal, review this checklist to confirm you've made the strongest, most convincing argument to win the work.

1. You've personalized the proposal, incorporating the prospect's company name and brand identity as appropriate, and you've written the proposal not only with the intended recipient in mind, but also others who may not know as much about the project or you.
2. You've conveyed any relevant personal interest in or connection with the project.
3. You've included all of the information requested, and done so in a way that will be clear to the person reviewing the proposal.
4. You've demonstrated a clear understanding of the prospect's current situation, sensitivities and concerns, as well as the problem the project is intended to solve.

5. You've clearly outlined the deliverables for the project with an appropriate level of detail, including how many meetings and rounds of revision are included.
6. You've clearly outlined your process for moving the project from start to finish, with timelines that are appropriate and that demonstrate your experience with similar projects.
7. You've clearly identified costs, along with what is and is not included.
8. You've referenced other clients that would strengthen your credibility with the prospect and included relevant testimonials and work samples (if appropriate).
9. You've stated what happens next in terms of follow up or initiation of a contract.
10. You've noted any items that are included in your scope of work that may not have been specifically requested and/or suggested additional services that could make the project more successful.