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Writing Persuasive Federal Proposals
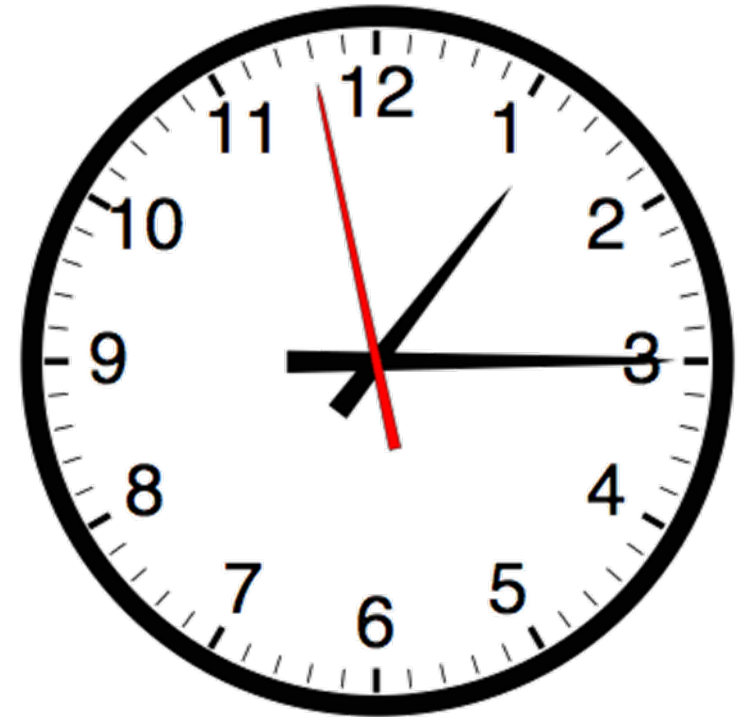
Day 2

OST Bid & Proposal Academy Course

www.ostglobalsolutions.com

Agenda

- 09:00 – 10:30 AM Training
- 10:30 – 10:45 AM Break
- 10:45 AM – 12:00 PM Training
- 12:00 – 01:00 PM Lunch Break
- 01:00 PM – 02:45 PM Training
- 02:45 PM – 03:00 PM Break
- 03:00 PM – 04:00 PM Training
- 04:00 PM – 05:00 PM Flex

Please, give yourself the benefit of focus and limit email and use of cell phones to breaks

Module 10
Overcoming the Writer's Block

Proposal Procrastination Flowchart

Legend:

Action	(blue)
Question	(green)
Key Step	(red)

Make a dent in procrastination through OST's Bid & Proposal Academy training or get consulting support:
301-384-3350
service@ostglobalsolutions.com
www.ostglobalsolutions.com

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Is there proposal writing to do? — No →

Yes ↓

Have you started?

Are you being dishonest?

Can you claim you didn't know the deadline or did someone tell it to you directly?

Is the deadline "real" and cannot be pushed out?

Can anyone else do it or are you the only one who can?

Will it affect the proposal outcome if you miss this deadline?

Will you be punished or someone else?

Will someone check your progress before the deadline?

Is there no other time till which you can justify delaying the work, when you'll have uninterrupted focus or when you'll finally get the inputs someone else owes you?

Is the deadline within 4 hours?

Is the deadline within 1 hour?

Does it really need to be done by this schedule milestone?

Are you charging time to the proposal budget right now? — Yes → **Can anyone see what you are doing?** — Yes → **Darn it, go ahead and write**

Do you need a pick-me-up? — Yes → **Brew tea, get a soda, make a fresh pot of coffee, or go out for a smoke**

No ↓

Are you hungry? — Yes → **Find food** → **Is there food on premises: fridge, vending machine, proposal war room, cafeteria ?** — Yes → **Eat the food**
No → **Leave the office and go out to eat**

Read all the new messages as they pop up, consider responding to the higher-ups

Check Email

Randomly browse

Check out blogs → **Read comments** → **Optional: write comments**

Shop online → **Purchase or postpone decision for later**

Watch YouTube → **Follow the trail of related videos**

Feel mild pangs of guilt regarding procrastination → **Make an attempt at web research** → **Get distracted by an email, call, or a colleague stopping in**

Create a swarm of open tabs

Anything interesting and worth sharing? — Yes → **Visit social networks: LinkedIn, Twitter, Facebook, Ning, other random networks**

Update status → **Read and respond to discussions** → **Visit groups and see what's new** → **Respond to connection requests** → **Invite those whom the network recommends and you recognize**

Any new messages? — Yes → **Is it something you need to reply to?** — Yes → **Flag it for later action**

Are there any newsletters or social networks digests that look interesting? — Yes → **Check out the articles and links**

Attend mandatory status meetings

Keep low profile

Sound confident when called upon

If specific section, graphic, or other task status is called upon, state it is in progress or is on your to-do list today

Has the deadline shrunk on you because someone suddenly needs to see your work product sooner? — Yes / No, there is still a little time

Start the "productive" procrastination cycle by doing other important things

Clean the desk and organize office

File, shred, sort email, return calls

Finish non-proposal-writing chores that have been delayed forever

Complete pressing tasks for the regular "day" job

Perform other important work to honestly state, if confronted, that things have been extremely busy

Enter the Procrastination Loop

Exit the Loop and return to start ← Yes — **Has a significant amount of time passed, and an adrenaline rush set in?**

Inspired by the Procrastination Flowchart by Ehdom:
http://ehdom.com/

So, How Do You Break Free from the Writer's Block and Even Help Your Proposal Team?

Take Advantage of the Mind-Body Connection
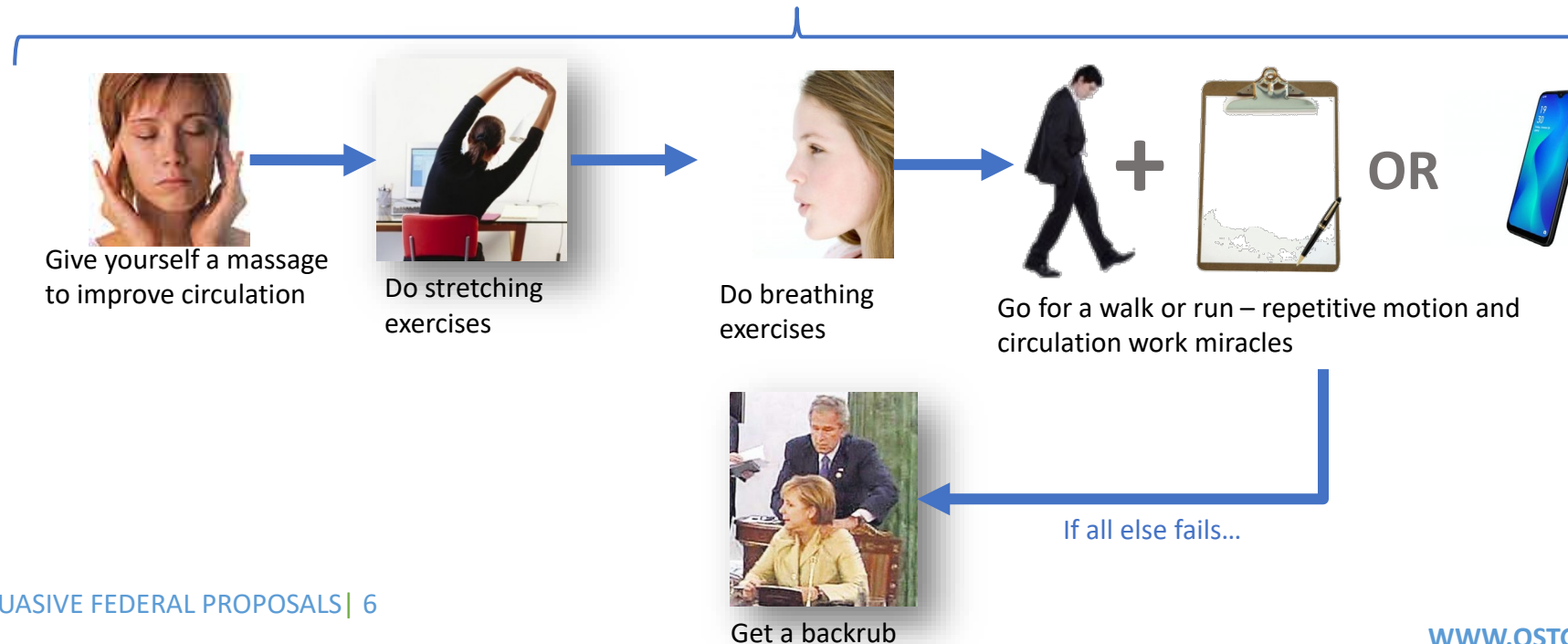
It is easy to get "glued" to your desk, but your mind is highly dependent on your physical state

Stimulate your physical state

Give yourself a massage to improve circulation

Do stretching exercises

Do breathing exercises

Go for a walk or run – repetitive motion and circulation work miracles

OR

If all else fails...

Get a backrub

Do Not Succumb to Going Stir-Crazy

Changing the environment is your friend if you are stuck

Get away from the routine

Get away from working behind your desk

Work outside

Work at a cafeteria, keeping part of your mind busy with ambient noise

Work from the coffee shop or a library

Create a "zen" setting and work from home, with no distractions

Just avoid the danger of falling asleep

Don't kid yourself if you are not much of a remote worker

Alter Your Blood Chemistry the Healthy Way

(Or almost healthy, depending on whom you ask)

Get energy foods to alter your state

Eat a high-protein, low-sugar snack

Avoid these proposal staples

Assign **rewards** and **consequences**
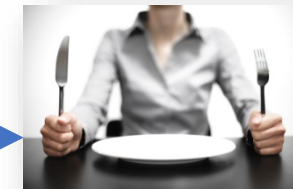
Trick Your Mind that You Are Not Writing a Proposal

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Believe it or not, playing tricks on your mind really works – especially for highly intelligent people like you!
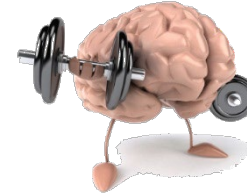
Controlling your own mind is a serious strength

Write by hand

Dictate into a voice to text app

Pretend you are writing an email to a friend

Start writing in the middle or the end

Recruit a family member to interview you

Pretend you called your friend to report a juicy gossip

Manage Your Writing Time

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Purchase a simple kitchen timer, or use a timer app on your laptop or smart phone

- Stop dreading proposal writing because it should NOT take you hours

- Productive writing is done in smaller chunks of time

- 15-20-minute intervals work best for intense writing without checking email or answering phones

- It is another way to trick your mind
  - You will have an easier time starting since it's no longer a daunting task
  - Sometimes you will not want to stop because you will be too into it

Please, Complete an Assignment
for **Module 10** Prior to Proceeding
to the Next Module

Module 10 Quiz

- The rhythm of the repetitive movement of walking helps us relax our mental state, which in turn helps us overcome the writer's block.
  - ❑ a. True
  - ❑ b. False

- What is NOT helpful to combatting writer's block?
  - ❑ a. Finding a place to work that's different than one's desk.
  - ❑ b. Eating a rich, calorie-packed meal followed by a sweet dessert.
  - ❑ c. Doing breathing exercises and stretches.
  - ❑ d. Working at a treadmill desk.
  - ❑ e. Postponing work until the inspiration hits.
  - ❑ f. b and e.

Module 11
Proposal Persuasion

The Art of Persuasion

Most proposals bore to tears, annoy through excessive bragging, or insult with a tutorial on something the customer already knows – but fail to persuade

- People are emotional buyers: the old brain makes the buying decision quickly
- People with damage to the part of the prefrontal cortex that processes emotions (or, in a way, "listens" to them) often struggle with making even routine decisions
  - That's with IQ, memory, learning, language, and other capacities intact!
- Logic and credibility are there to justify the decision (to different degrees with different people and cultures)
- Much of the traffic between the old and modern parts of our brains is devoted to the conscious calculation of risks and rewards
- Prestige, security, and career are at stake
- Key drivers are the desire for gain and fear of consequence and failure; the fear is a much stronger driver

Understanding Your Customer's Motivating Factors

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Neuroscience and neuromarketing are highly relevant to writing proposals

Drivers

- Government evaluation board is composed of individual people with different drivers
- Unconscious mind – not conscious mind – drives how evaluators respond to proposal content **outside compliance**
- Underlying issues will drive people to emote on specific subjects they find particularly near and dear: we must understand everyone's hot buttons:
  - Hopes
  - Fears
  - Biases
- We must also understand the underlying emotional drivers
- Satisfying people's drivers, while not setting off "alarms" in their head is key to persuasion

- Cost, risk, schedule
- Compliance with regulations
- Customer satisfaction
- Quality
- Public welfare
- Leaving a legacy
- Competitive positioning
- Thoroughness
- Formality
- Innovation
- Reputation
- Politics
- Career and personal goals
- Organizational goals and priorities, etc.

Proposal Language: What Sells

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Customer knowledge comes first, but skillful writing will translate this knowledge into a winning proposal

- Matching the solution with the customer's requirements and vision
- Journalistic method of writing applied to proposals (grab the reader with the main point first)
- Speaking customer's language
- Win themes with targeted features and benefits, and a clear value proposition
- Use of graphics
- Stories, with visual or written metaphors
- Overwhelming proof and clear facts
- Correct tone – sincere, confident, credible

Scientific writing approach

DETAILS

MAIN POINT

MAIN POINT

DETAILS
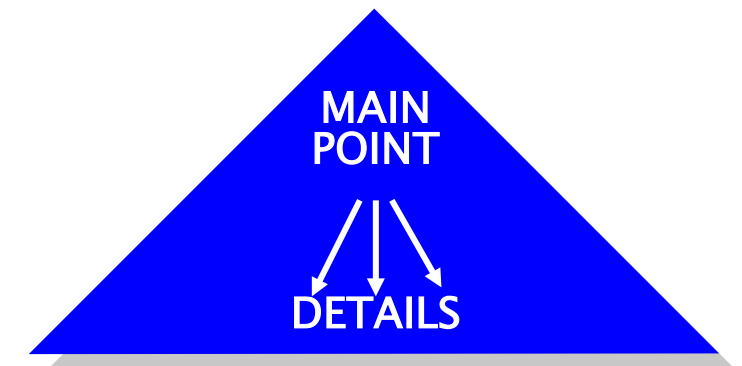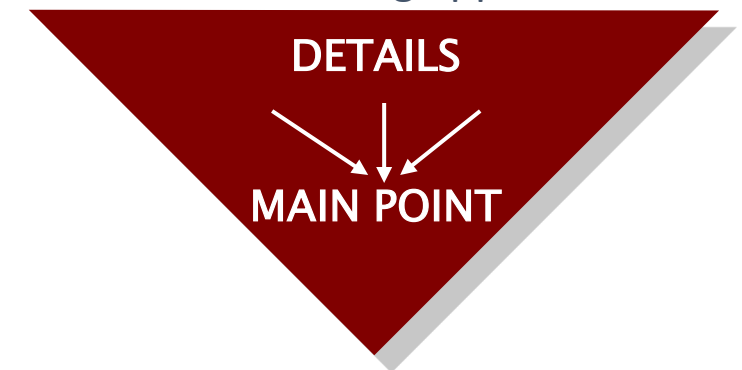
Journalistic/Proposal writing approach

Proper Structure of the Argument (Recap)

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Here is how the psychology of persuasion works and why the Ws are ordered the way they are

Higher level summary sections - X or X.X outline levels

Why: Customer problem, challenge, or key risk factor behind the requirement

What: What do we propose to do in response to the requirement?

Who: Who exactly is going to do this part of work, by name and title?

How: Step-by-step approach with benefits to the customer and risk mitigation

When: In what sequence we are going to do it per schedule, or when have we done it before?

Where: Indicate the location or facility, or say where we have done it before successfully

Wow: Powerful section conclusion

Generates curiosity, scares, or shows deep understanding

Provides the answer rather than restating the requirement

Gives specifics rather than passive voice, your company's name, or a generic "we"

Builds confidence in that you know what you are doing

Provides more details or builds proof

Provides more details or builds proof

Brings your point home

Please, Complete an Assignment
for **Module 11** Prior to Proceeding
to the Next Module
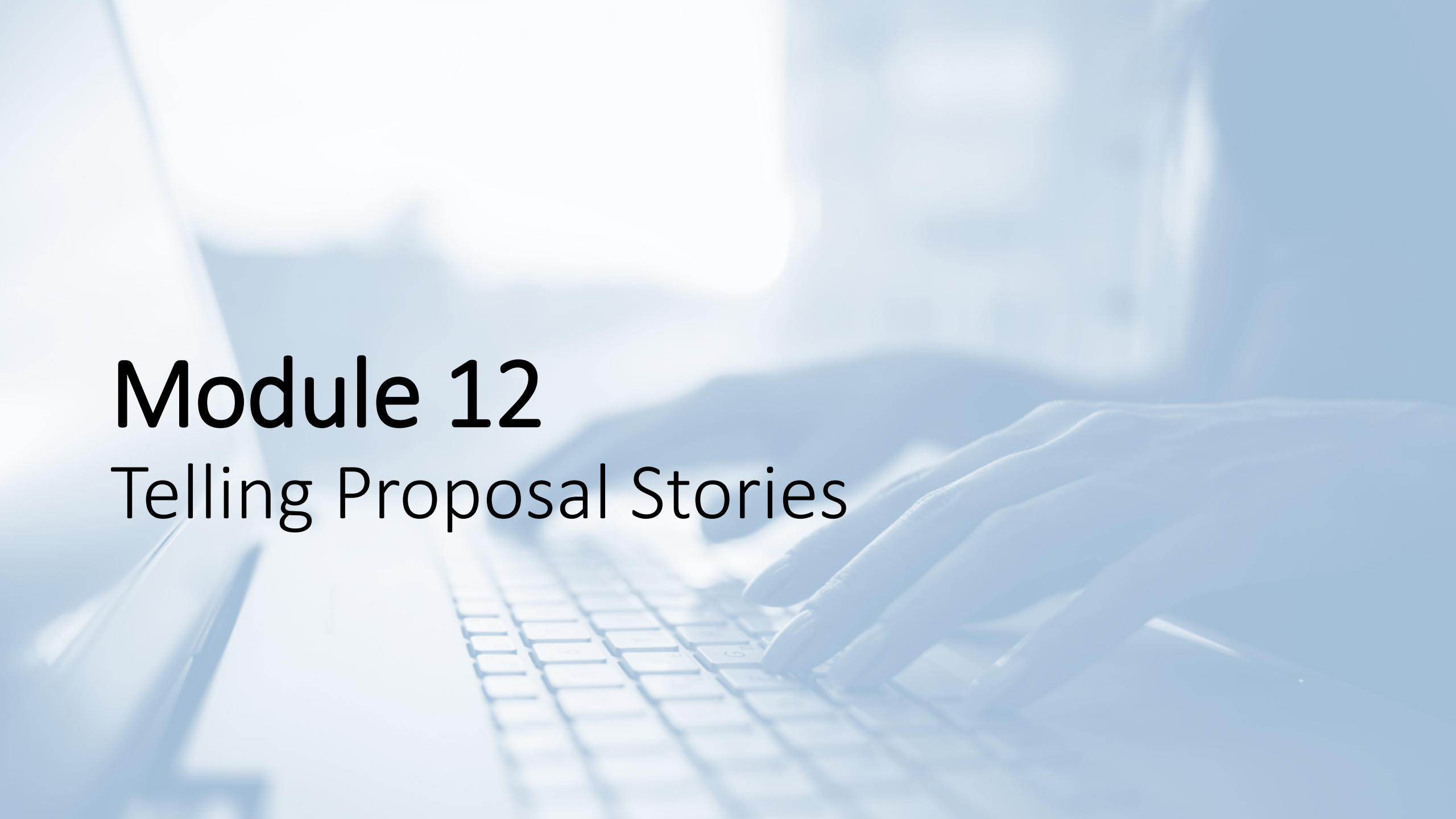
Module 11 Quiz

- Evaluators will use pure logic and reasoning to score your proposals as there is no room for feelings and emotions in the field of proposal evaluation.
  - ❑ a. True
  - ❑ b. False

- Journalistic writing means:
  - ❑ a. Main point first, details last.
  - ❑ b. Details first, main point last.

- Put the Ws in the order of a persuasive argument:
  - _____ a. What
  - _____ b. Why
  - _____ c. How
  - _____ d. Who
  - _____ e. Where
  - _____ f. Wow
  - _____ g. When

Module 12
Telling Proposal Stories

Story Makes Boring Proposal Writing Come Alive

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Many can't think of how to tell stories in proposals – yet a good story could become what differentiates your proposal from all the others an evaluator reads

- It is all about a *good story* in modern marketing and sales

- Every story must have **3 parts or it's boring**:

  1. **Beginning – where, when, who**
     - **In a kingdom far, far away, a long time ago, a beautiful princess…**

  2. **Complication (challenge, problem, risk)**
     - **Was thrown in a tower by an old wizard and guarded by a dragon**

  3. **Favorable resolution**
     - **A handsome prince slayed the dragon, rescued her, they fell in love, and lived happily ever after**

- Look for real life applicable anecdotes: interview project personnel

- Mind map to develop a lead sentence to hook in the readers

Types of Stories You Can Tell in a Proposal

Proposal stories work best when all the stories and their elements reinforce and build on each other, and all lead to the same conclusion – to select you

- If you are an incumbent, use "horror" stories scaring the customer into selecting you – show how things would break down if it weren't for you

- For types of proposal that have to do with health, safety, or security, try drama and tension – the story in the beginning with the outcome towards the end, using your solution

- Tragedy could be why you are passionate about what you do or a lessons learned story and how it made you stronger and better fit for the project than any other competitor
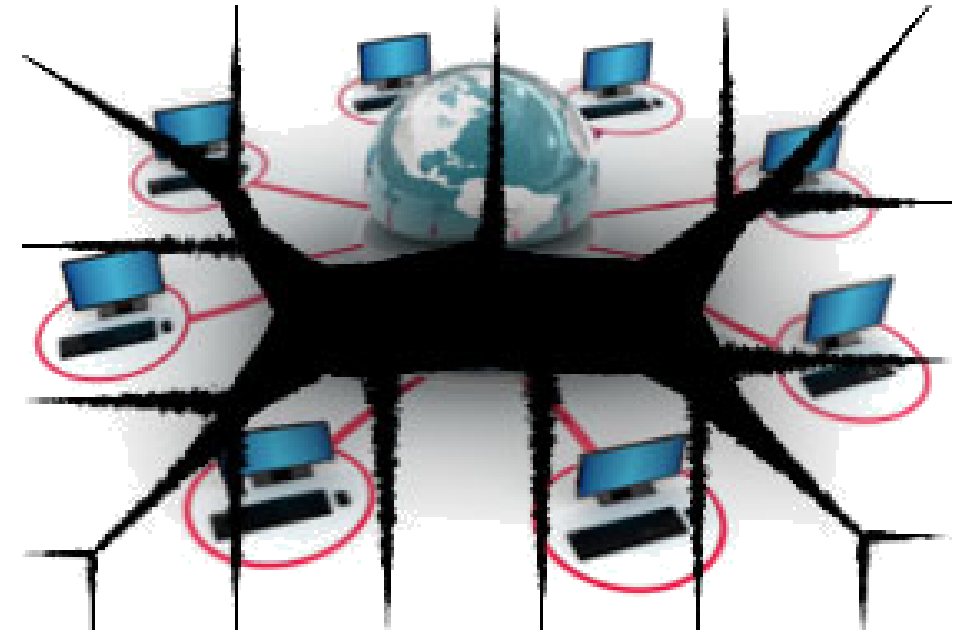
More Proposal Stories

Be very careful not to insult customer's own management and don't claim all the credit if the customer helped

- Anecdotes on past performance – what happened on a similar project in similar circumstances may be the inspiring story of overcoming challenges, and triumphing over the hardest of circumstances

- In an executive summary or throughout the proposal when describing the solution, you may want to use one of the techniques that pertains to science fiction: describe a future result of your work that transforms the customer

- Try the "before" and "after" story

- In a research and development proposal, it may be a mystery – defining the challenging problem and showing how you could find the solution

And More…

Be as creative as you can and don't hesitate to experiment

- A case study with anecdotes and examples

- A hypothetical example demonstrating the application of your solution

- A story about what some of the steps in your process mean, why they are necessary in the first place, or how come you have added them – what problems are they meant to prevent?

- A positioning story of you versus your competitors – where do you stack against them, and how you are better

- A strong metaphor – a comparison with something similar to illustrate a point

Please, Complete an Assignment
for **Module 12** Prior to Proceeding
to the Next Module

Module 12 Exercise: What Story Could You Tell?

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This exercise has two parts: a warmup remembering the stories you told in proposals before (one per group is enough), and then getting creative and developing a story for your practice section.

- Discussion:

1. What stories have you told before on proposals?

2. What story could you tell in your practice section?

Those who tell the stories rule society

Plato

Module 13
Creating a Mental Picture Through Metaphor

Metaphor Creates Mental Picture

We use metaphors daily but most of them are so common-place we don't notice them; many are cliché

- **A picture is worth a thousand words, but a mental picture is worth a thousand pictures**

- **Say the word "circus" and experience it as a proof of this statement – it is loaded with images and feelings**

- **We remember:**
  - 20% of what we hear
  - 80% of what we hear and see
  - 95% of whatever we hear or see when the images are vivid and tap into emotional memories

Information + Metaphor = "I **see** what you mean!"

Anne Miller, *Metaphorically Selling*

Types of Metaphors

There are technical names for different metaphors that are not that important for practical purposes; what's important is how different metaphors work

- **Direct substitution** – *Our Capture Manager is the 'Gary Kasparov' of strategy*

- **Substitution using "like" or "as"** – *Cyber terrorism **is like toxic fungus or mold on steroids** – if we don't get protection and proactive measures in place to combat it, it will quickly destroy our house and undermine our health. This is why we have a two-prong approach to combating cyber terrorism – not only the security measures to defend us, but the proactive counter-terrorism group to run an offensive before an attack erupts.*

- **Multi-level comparison – an analogy that hints at multiple parallels:**
  - **Chris Rock on Donald Trump running for President during the first campaign: "I am just afraid that he would leave us one day for a younger, prettier country…"**

How to Build a Metaphor

Book recommendation: Anne Miller's "Metaphorically Selling"

- Anne Miller's Four Steps:

  1. Determine your customer's potential blind spot

     Identify some area where they could potentially underestimate or trivialize your understanding or approach, or not want to pay for something extra that's much needed

  2. Snapshot the customer

     Which analogy would work well for them: sports, famous personalities, cars, kids, current events, etc.

  3. Create Comparison

     What analogy could you use from the snapshot to eliminate the blind spot?

  4. Relate Back to Situation

     Make sure you complete your metaphor with explicit explanation of why your analogy works to describe the situation – make it obvious to ensure your analogy is understood correctly

Some Important Metaphor Rules

Practice your "metaphor muscle" on a regular basis to develop it for proposal purposes

- Relate objects to objects, verbs to verbs, events to events, etc. – mixing objects with actions is confusing

- Make sure that the reference is not obscure or you are certain the person you address knows what you are talking about
    - For example, not everyone knows Gary Kasparov

- Ensure your reference is not offensive or vulgar
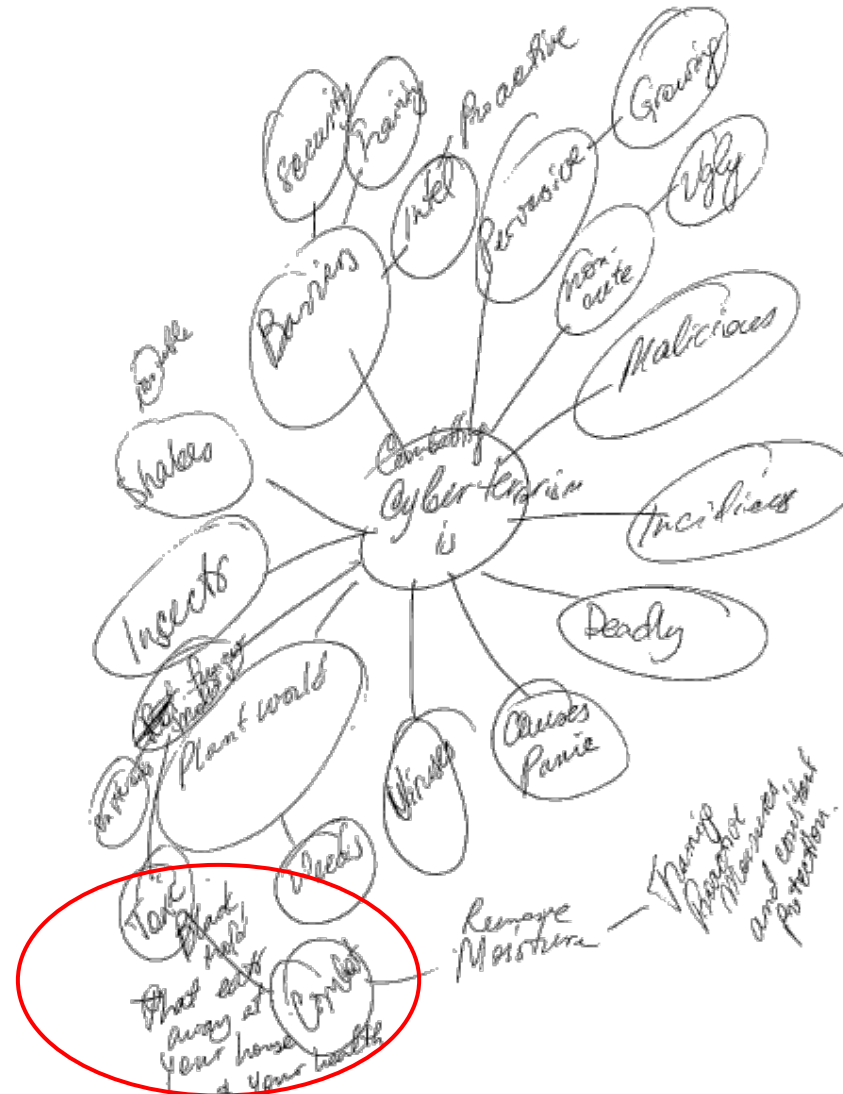
Please, Complete an Assignment
for **Module 13** Prior to Proceeding
to the Next Module

Module 13 Exercise: Create Your Own Metaphor

It may seem like a tough exercise but try to have fun with it

▪ Determine – what would your "customer" under-appreciate in your section?

▪ Pick a "customer"; you will snapshot the "customer" by using a hobby picked for the mind mapping exercise in Module 7

Tip: You may pick the "customer" based on the hobby that's easier to use for a metaphor

▪ Create a comparison (metaphor) using a mind map

▪ Relate it back to the situation – why does this metaphor work?

▪ Write out the metaphor

Module 14

Stage 3 of the Proposal Writing Process: Rewriting, Restructuring, Editing, and Polishing

Stage 3 of the Correct Writing Process: Rewriting, Restructuring, Editing, Polishing

We are finally up to Stage 3 of the writing process – you are now getting ready to improve and polish your section

- Huge relief to the left-brainers

- Hardest type of editing: rewriting, restructuring, and adding compliance-related topics and language

- Other editing can be automated: sentences, tenses, grammar, spelling

- Can edit in any order

- If editing your own section, walk away from it for a period of time (the longer you can afford, the better)

Where Stage 3 Fits in the Proposal Process

Stage 3 starts with the second draft, and ends when making the final tweaks to formatting while printing the final version

Predecessor: Capture Process

Read RFP
Prepare for Kick-Off
Conduct Kick-Off to Reach 9 Goals
Develop Work Packages
Prepare Draft 1
Conduct Pink Team
Prepare Draft 2
Prepare Draft n
Conduct Red Team
Prepare Final Draft
Read-Out-Loud
Print, Check, Deliver
Implement Post-Delivery Win Strategy
Update Lessons Learned

- Annotated Outline
- Assignments
- Work Packages
- Compliance Checklist
- Style Guide
- Background Materials
- Briefing

- Pink Team Recovery
- Outline Frozen

- Red Team Recovery
- Decision to proceed

Award

Make Bid-No-Bid Decision
Brainstorm & Research
In-Process Review(s)
In-Process Review(s)
DTP, Edit
DTP, Edit
Conduct Gold Team
Collect Lessons Learned
Attend Debrief

Integration Phase	Planning Phase	Writing Phase	Polishing Phase	Production Phase	Post-Proposal Phase

Successor: Project Delivery Process that Includes Capture of Additional Scope and Projects

Language That Kills Persuasion

Unfortunately, all of these "killers" are common in proposals

- ## Most adjectives and adverbs (superlatives)

  - "Premier"
  - "World class"
  - "Seasoned"
  - "Experienced"

  - Best of breed or class
  - Industry leader, leading provider
  - Leading or cutting edge
  - State-of-the-art

  - Adjectives and adverbs make your proposal "salesy", insincere, and suspect; the effect is just the opposite of engendering trust
  - They are overused and not believable

- ## "We will leverage our experience…"

  - Explain exactly what you will do and how the past experience will be useful – don't leave it as an empty claim like most proposals do or it will come across salesy

- ## "We understand…"

  - Most proposals state that you understand something, and move on to the next topic – creating an unsubstantiated claim
  - If the understanding is demonstrated, you don't need to say "we understand"

More Words to Avoid Using in a Proposal

- Rounding off or approximating quantities
  - Approximately $1 million in savings
- Impersonal language
- Too much technical jargon
- Generalizations and statements not backed by facts and details
  - A number of, some, Multiple, Many, Several, Numerous, myriad, etc.
- Philosophical ruminations
  - Our philosophy is to recognize every employee for their achievements…
  - We value…
  - Our mission is to…
  - We are dedicated to…
  - We believe, feel, think
  - It goes without saying that…

Persuasion is authenticity, authority, and passion that come from stating *how* your expertise will benefit the customer and citing the facts to prove it

Statements That Sound Fake

- Industry best practices, industry standard (unless there really is one that you are citing)
- We are customer-focused (who isn't?)
- We are quality-focused (good for us)
- Top-quality (is there any other kind?)
- We are committed to... (means nothing)
- Full-service (are we a gas station?)
- "Uniquely qualified" or "unique" (most aren't)
- "The right choice" (let the customer decide that)
- "Trustworthy" or "You can trust our company to..."
- Comprehensive support (is it really?)

Tentative Language

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You have to be assertive and clear in your proposals to be persuasive; no one cares about your intentions – customers care about results

- We will prioritize...
- Our goal is to...
- We intend to...
- We will attempt to...
- We will strive to...
- We will try to...
- We can provide...
- We are devoted to...
- We hope to achieve...
- Our guess is...
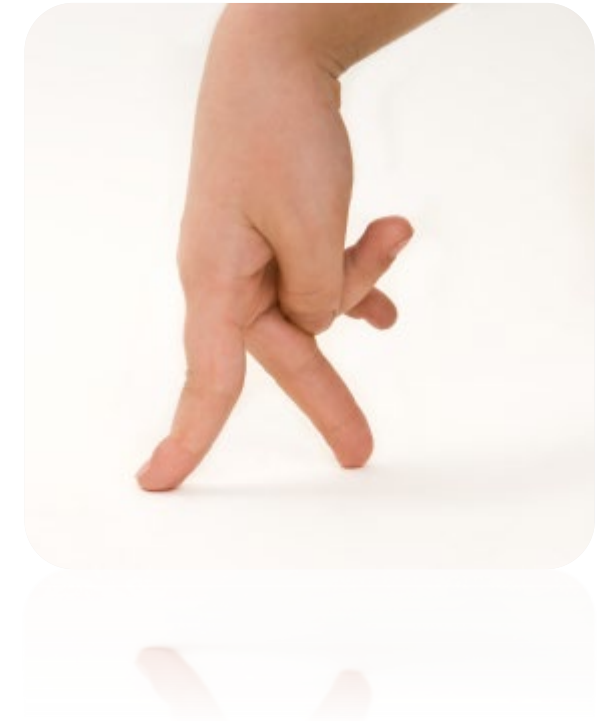
More "Proposalese" and Outright Bad Language to Avoid

- We are (or will be) pleased (or delighted, or honored, or excited) to…

- "Very"

- "We propose"

- We are the fastest growing company…

- We put our customers first

- "Utilize" and its derivatives (the verb should be "use" unless it's a technical term)

Passive Voice

Your proposals should contain as little of the passive voice as possible – even in introducing graphics and tables.

- Most (though not all) verbs have a property known as "voice," which can be either active or passive

- Voice shows the relation between the subject and the action expressed by the verb

- In the active voice, the subject performs the action

- In the passive voice, the subject is acted upon

- Appropriate only when it is important to point out that the subject is not a "doer" but a "done-to"

The Transition Plan will be developed by our Transition Manager.

Much more assertive and shorter:

Our Transition Manager will develop the Transition Plan.

Editing Checklist

This checklist subdivides Stage 3 objectives into distinct tasks with their own goals

1. **Content** (compliance, accuracy, consistency, missing information, redundancy, win themes, and uncommon acronyms)

2. **Length and Structure** (proper paragraph order, flow, and paragraph and section length)

3. **Sentences and Words** (passive and active voice, word use, tone, style, and a variety of other issues)

4. **Mechanics** (spelling, typos, punctuation, capitalization, use of pronouns, subject-verb agreement, and verb tense throughout the document)

Please, Complete an Assignment
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to the Next Module

Module 14 Exercise: Applying Checklist Parts 1 and 2 to Your Draft

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Some parts of the checklist may warrant a quick glance to confirm everything is right, and others are there to remind you to perform a task

- Tweak the content, length, and structure of your section

- Apply parts 1 and 2 of the editing checklist to your section
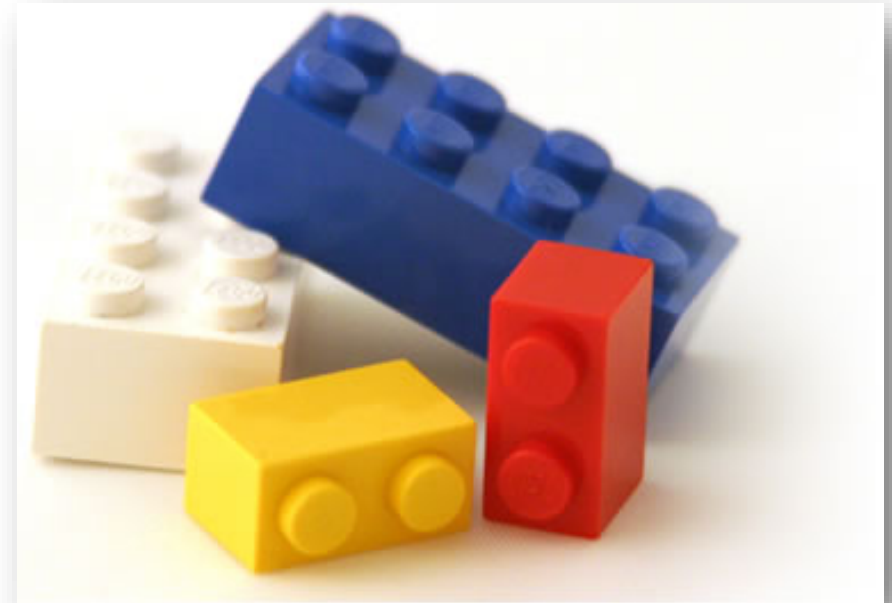
Module 15
Proposal Readability

Simplify Your Writing

Simple

Complex

Simple

Stupid

Smart

Genius
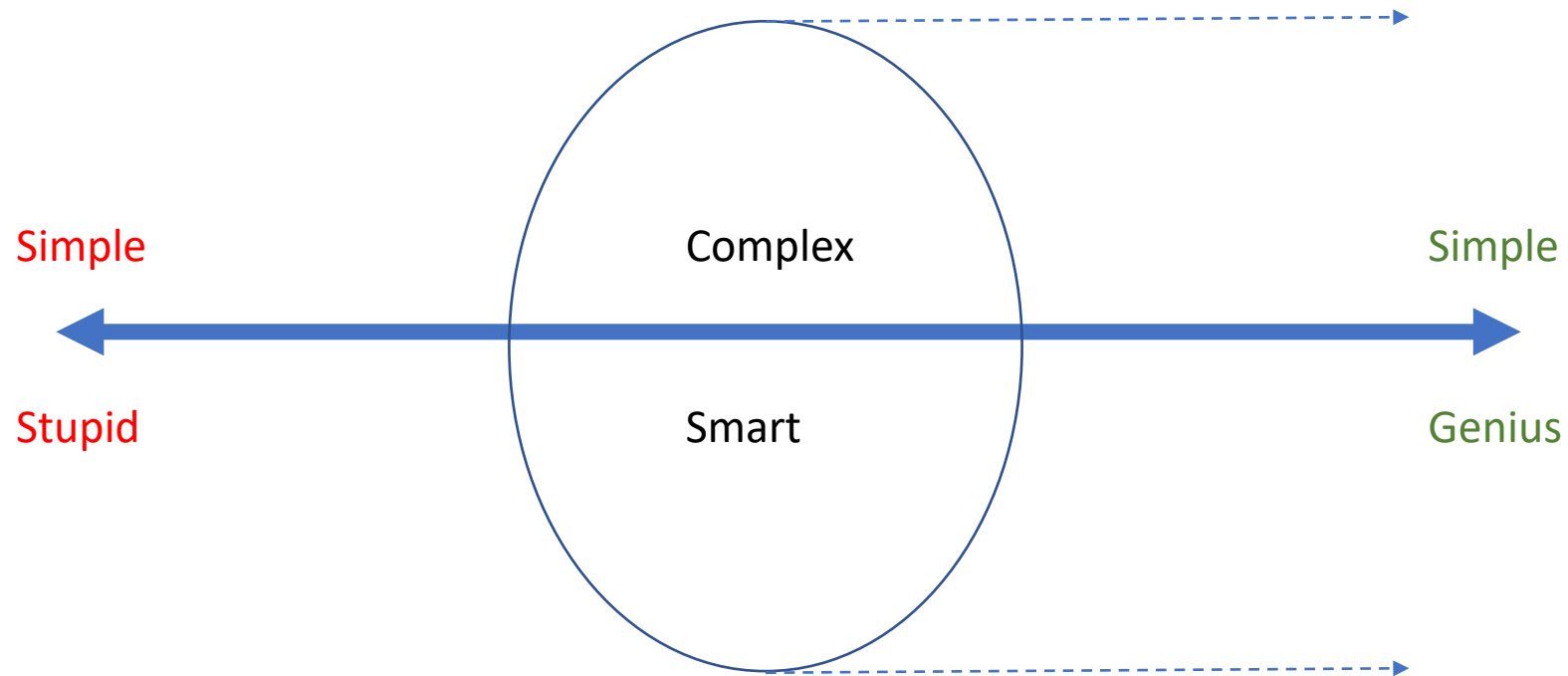
Readability

Remember: One of the most eloquent speeches ever written, the Gettysburg address, is at a 6th grade readability level

- Proposal should be readable at:
  - 9th–10th grade level for management
  - 11th–12th grade level for technical
- What this means is:
  - Average 4-5 sentences per paragraph
  - Average 20 words per sentence
  - **Passive voice below 20%**
  - Flesch Reading Ease score 40-50 or higher
- **Tools:** Microsoft Word and Online Utility
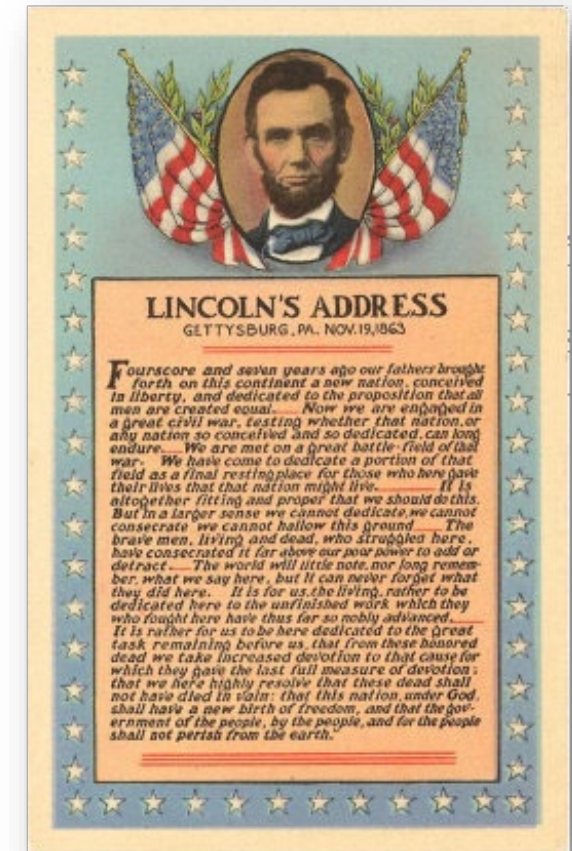
Use the Online Utility

http://www.online-utility.org/english/readability_test_and_improve.jsp

This readability calculator uses multiple algorythms for more accurate results

Eliminate Wordiness

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With some training, it will be easy for you to spot wordy phrases; in the meantime, use CTRL+F to search for these elements and correct the sentences

- **All forms of "To Be":** It is, there are/is

  - *It is necessary that we receive clearance in time -> We must receive clearance in time*

  - *There are two alternatives evaluated in the whitepaper -> The white paper evaluates two alternatives*

- *-ION, -MENT, -IZE: Verbs disguised as nouns*

  - *We make the decis**ion** -> we decide*

  - *We recommend the advance develop**ment** of the plan -> we recommend developing the plan in advance*

  - We arrived at the conclus**ion** -> we concluded

  - We came to an agree**ment** -> we agreed

Make Your Writing Leaner (or Write Leaner)...

Some words may not matter as much, and others may be a bad habit you can shed like old clothes

- Lists: *methodology and approach* can be just *approach*

- Bloated, pompous words: *herewith, therein, utilize*

- General verbs:
  - *Offer*
  - *Provide*
  - *Deliver*
  - *Have*
  - *Give*
  - *Hold*
  - *Get*
  - *Make* plus a noun to make it more specific

> Two (2) examples provided herein...

> *The team will hold meetings daily to provide integration support -> "The team will meet daily to support integration"*

Avoid pompous pseudo-legalese

Other Enemies of Clear Writing

Wordy writing causes "ants on the page" syndrome – the evaluator can see the words but can't focus enough to take in what they mean

- *That* and *which* – drop them: *a solution which is reliable -> a reliable solution*

- **Sentence bloaters:**
  - *In order to* **or** *for the purpose of* **or** *as a means of -> to*
  - In the near future -> soon
  - In the event that -> if

- **Stacks of nouns:** *our rapid design development methodology -> our methodology of rapid design development*

- **Death by acronyms** – spell them out an extra time if needed

- **Random bullets** – keep them parallel: all verbs, nouns, gerunds; balance the bullet structure and content

Shorten the Stacked Word Structures

- A two-year period -> 2 years
- Advance warning -> warning
- Any and all -> any, all, or every
- Capable of -> can, able to
- Deteriorate in quality -> deteriorate
- Close proximity -> proximity
- End result -> result
- Roughly estimated at -> estimated at
- Exactly the same -> the same
- Actual experience -> experience
- Along the lines of -> similar to, like

Use Shorter Words

Longer words are OK once in a while, but used consistently, they make reading harder

- Accomplish - > carry out, do
- Accordingly -> so
- Accurate, appropriate -> correct, right, exact, precise
- Actual -> real
- Approximately -> about, nearly, almost
- Assist -> help
- At the present time -> now
- By means of -> by, with
- Capability -> ability, can
- Close proximity -> near
- Component -> part
- Comprise, constitute -> form, include, make up

- Conclude -> close, stop, end, finish
- Comply with -> follow
- Consolidate -> combine, join, merge
- Demonstrate -> prove, show
- Determine -> decide
- Discontinue -> stop
- Disseminate -> send out, issue
- Select -> choose, pick
- Eliminate -> cut, drop, end, stop
- Employ -> use
- Encounter -> meet
- Establish -> set up, prove, show
- Evaluate, examine -> test, rate, check
- Expertise -> ability, skill

Use Visual Thesaurus to Come Up with Shorter Words

OST GLOBAL SOLUTIONS

B&P ACADEMY
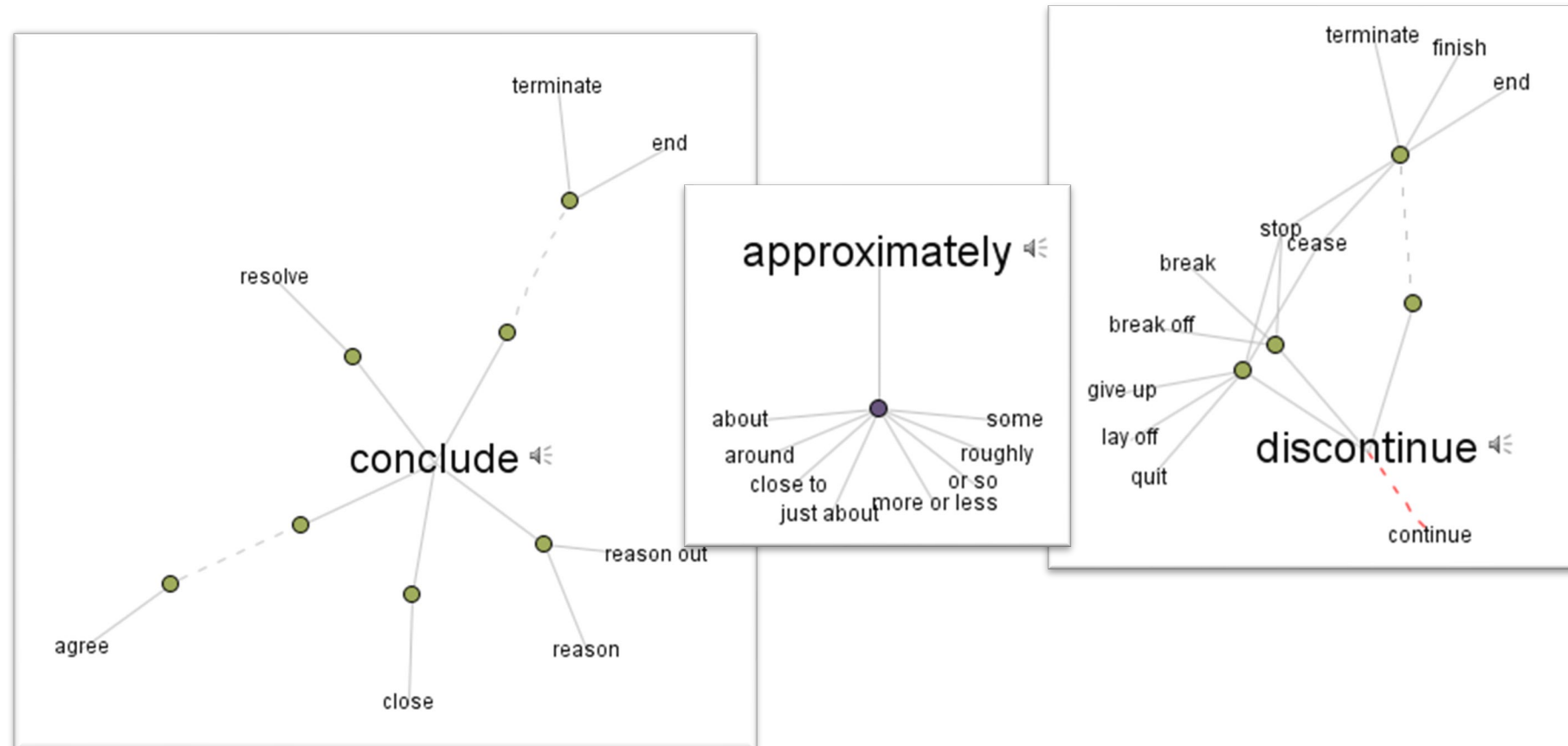
Eliminate Unnecessary Words

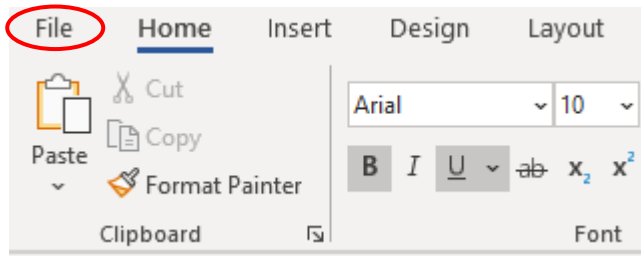*You are done with the sentence when there is absolutely nothing to cut out*

- Actually
- Realistically speaking
- Of course
- Certainly
- Quite
- Rather
- Definitely
- Relatively
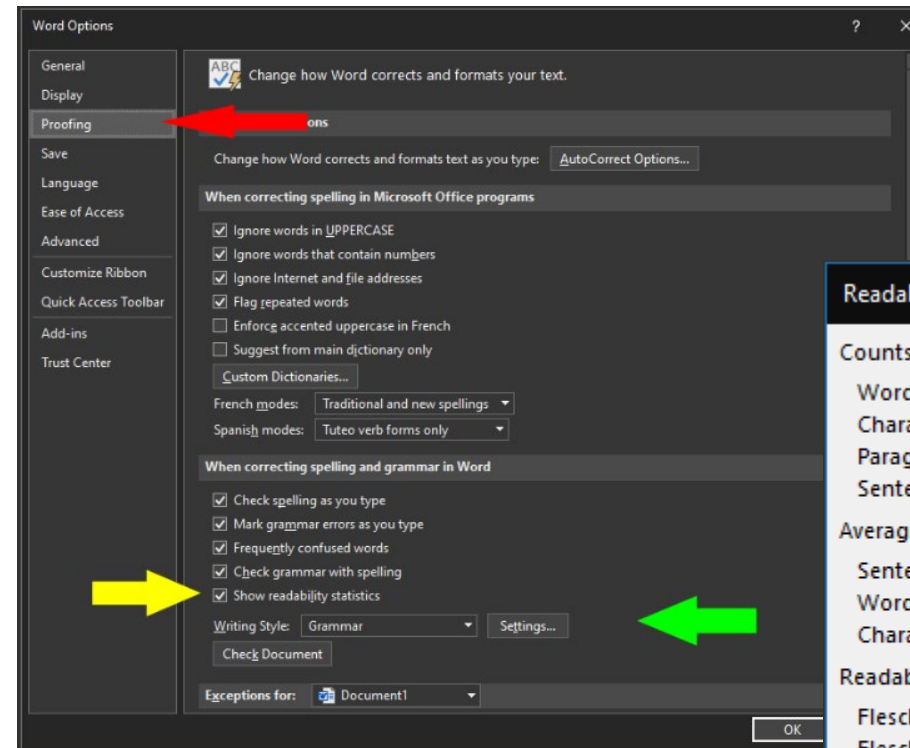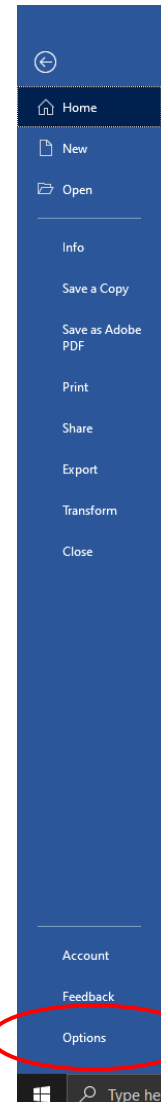- Respectively
- Somewhat
- Specific
- A kind of

Configuring MS Word

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Go to File, Options, Proofing
To turn on Editor: F7
or Review Tab, Editor

Please, Complete an Assignment
for **Module 15** Prior to Proceeding
to the Next Module

Module 15 Exercise: Applying Checklist Parts 3 & 4 to Your Draft

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This is the part where you can rely on tools to speed up your work and polish the section

- Use parts 3 and 4 of your editing checklist

- Configure MS Word or try using the Online Utility

- Run readability statistics

- Make fixes by identifying problem sentences and using the checklist and style guide

- Do not forget to run the CTRL+F search

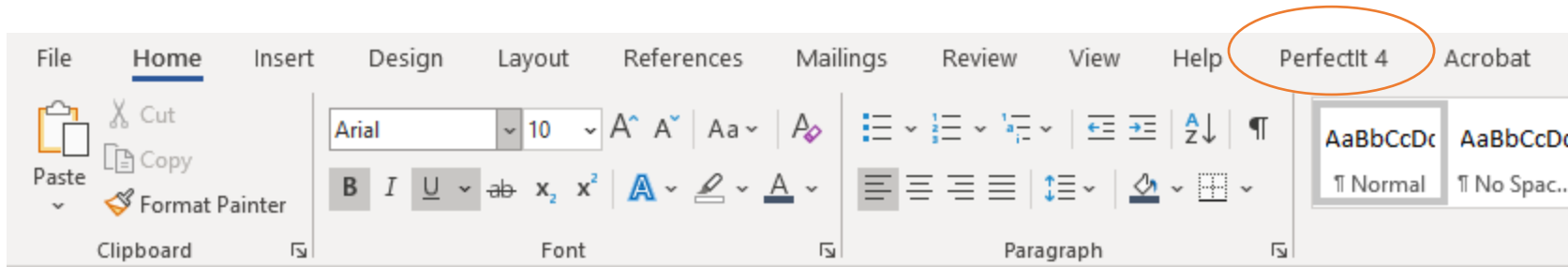- Rerun readability statistics and note any changes

Module 16
Editing Automation and the Big Picture

Other Recommended Tools for Editing Automation and Good Proposal Language

- PerfectIt (performs consistency checks, creates acronym table)

- WordRake (removes unnecessary words)

- VisibleThread (shreds RFP to help check compliance; checks readability; helps identify unnecessary words)

- Atebion Analyzer by Scion Analytics (shreds RFP to help check compliance; helps identify unnecessary words); Atebion also has an acronym finder tool
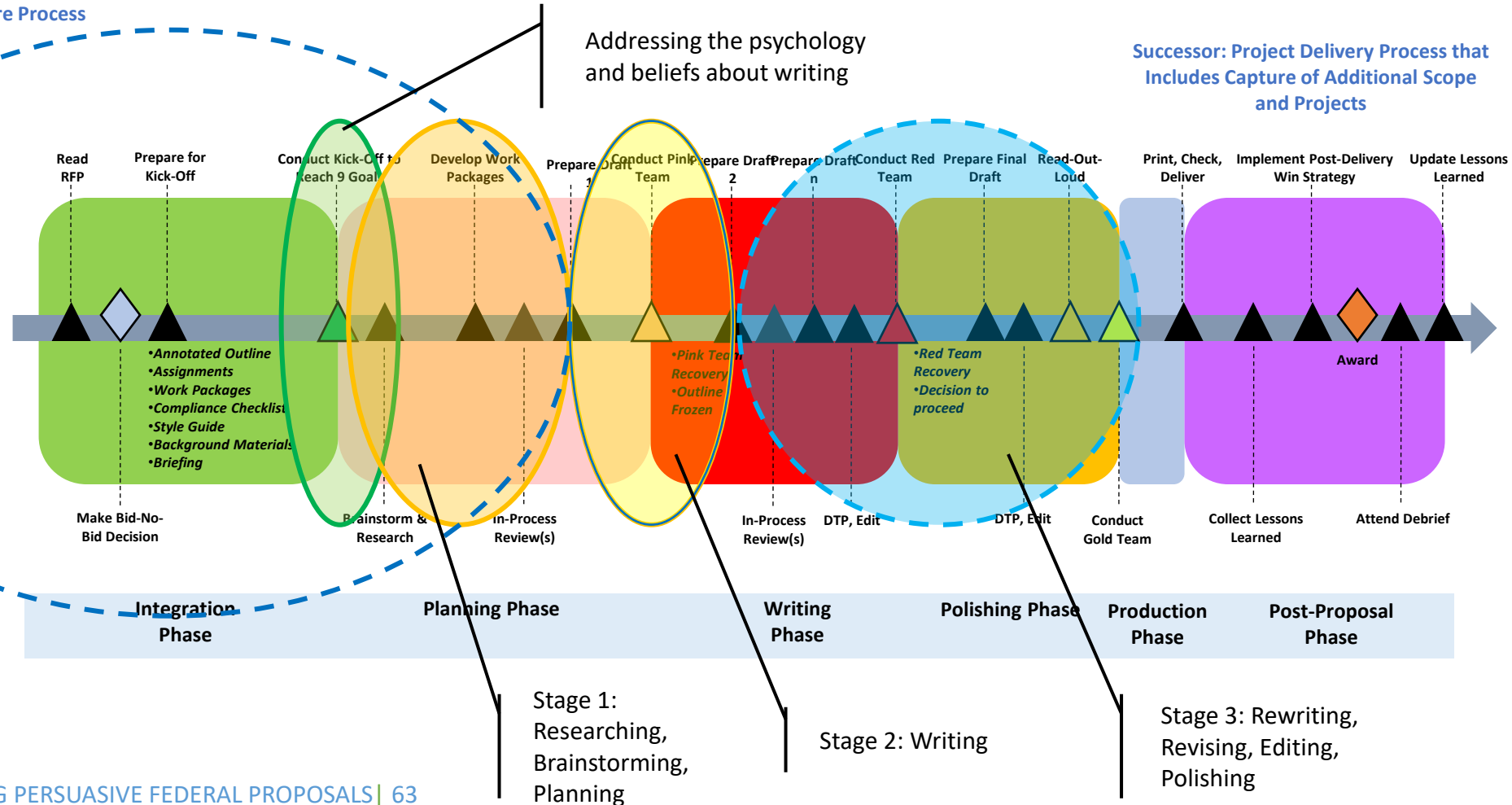
How It All Maps to the Six-Phase Proposal Process

Love the Proposal Writing and Get It to Love You Back

There are many great tools and techniques to help you write – don't forget to use them

- Yes – it is possible to enjoy proposal writing!

- Hope that you take away many useful techniques from this class

- Remember: most critical thinkers must overcome serious blocks to allow themselves write freely

- No, you don't have to have a special talent to be a great proposal writer

- You CAN make your life easier by teaching your SMEs to:
  - Writer better and faster
  - Beat the writer's block
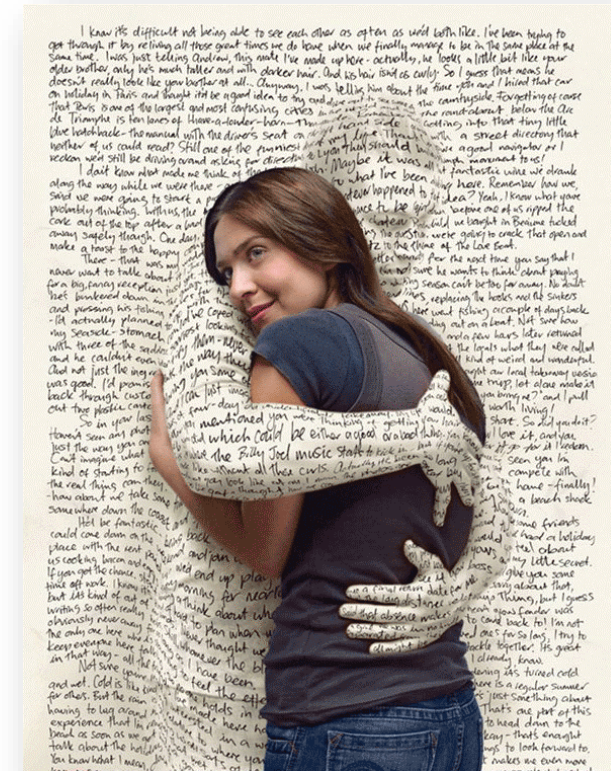
Recap

Let's go over today's material

- Can you list at least five attributes of a proposal that make it persuasive so that it sells?

- What genres of stories can you incorporate in a proposal?

- What are the steps for developing a metaphor?

- Which parts of the editing checklist did you find most useful?

- What are the readability metrics you should apply to the technical and management sections?

- What is your biggest takeaway from the class?

Thank You! Continue Taking More Courses to Advance Your Knowledge!

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