Winning Proposal Checklist

Here is a checklist of my 3 step LSD method for writing a persuasive proposal. Apply these approaches. It is not necessary to apply all of them together, just find out which suits the job post and make your own combination.

L= LIKABLE

1. **Have you started your proposal, addressing the client by the name or organization's name or the location name?**

2. **Have you used a trigger line at the very beginning of your proposal?**

   a) *Do you Use the most important info from the job post as a trigger line?*

   b) *Do you repeat the client's word as a trigger line if there is not much info?*

   c) *Have you asked an easy question that is relevant to the job and easy to answer?*

   d) *Have you appreciated the clients or their works in your trigger line?*

   e) *Is your trigger line short & easy to read?*

S= SOLVER

1. **Have you given some room for your client?**

   a) *Have you put relevant samples of your works at the beginning?*

   b) *Have you used links from your website, blog, a portfolio site or Google drive?*

   c) *Have you used more than 3 links? (Put maximum 3)*

2. **Have you used a relevant testimonial?**

3. **Have you given the client some appropriate suggestions?**

   a) *Is your suggestion giving approach polite?*

   b) *Have you used bullet points, numbered list or short paragraph?*

   c) *Have you given more than 3 suggestion? (Use maximum 3)*

4. **Have you asked the client some relevant questions?**

   a) *Are the questions to the point and easy to answer?*

   b) *Have you used bullet points or numbered list?*

   c) *Have you asked more than 3 questions? (Ask maximum 3)*

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5. *Does your proposal state your confidence?*

6. *Have you mentioned any special awards or certifications (like Adobe or Microsoft certification)?*

D= DOABLE ACTION

1. *Have you ended your proposal with a call to action (CTA)?*

    a) *Have you asked a question that can be answered easily, literally by a simple "Yes" or "No"?*

    b) *Have you asked a question that needs a pause to think? (Don't do it)*

REMEMBER, THE GOAL IS TO
START A CONVERSATION