

The Beginner's Roadmap to Winning Government Contracts: A Step-by-Step Guide for Small Businesses

Welcome from Jennifer Peterson

After 15 years as a Contracting Officer reviewing thousands of proposals across agencies like NASA, USDA, and the Army Corps of Engineers, I launched True North Federal Solutions to help small businesses like yours break into the world of government contracting with confidence. This guide was created to simplify the complex process and help you take the first steps toward becoming a successful government contractor.

Why Government Contracting?

- The federal government is the **largest buyer of goods and services in the world**, awarding over **\$700 billion annually** in contracts—from office supplies and janitorial services to cybersecurity and construction.
 - Programs like **WOSB (Women-Owned Small Business)**, **SDVOSB (Service-Disabled Veteran-Owned Small Business)**, **HUBZone**, and **8(a)** exist to ensure small and disadvantaged businesses get a fair share of federal opportunities. In many cases, you're only competing against other small businesses.
 - Government contracts often come with **multi-year terms**, built-in renewal options, and predictable payment structures—unlike the unpredictability of many commercial clients.
 - Winning a government contract boosts your business's **credibility and visibility**—making it easier to win additional work (both public and private sector).
 - Instead of taking on debt or investors to grow, you can scale your business with steady cash flow from government work—**no venture capital needed**.
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Step-by-Step Roadmap to Get Started

Step 1: Get Registered

- Create a SAM.gov account
- Obtain a Unique Entity ID (UEI)
- Complete your SBA Profile
- Register with your state (e.g., Texas.gov for Texas vendors)

Step 2: Identify Your Codes

- NAICS (North American Industry Classification System)
- PSC (Product & Service Codes)
- Choose codes that reflect what you do *and* where opportunity exists

Step 3: Build Your Foundation

- Develop a professional Capability Statement
- Set up a branded email and basic website
- Collect references or past performance examples (even from private clients)

Step 4: Find Opportunities

- Search on SAM.gov, Texas SmartBuy, and other portals
- Sign up for bid alerts or use a consultant to monitor opportunities
- Start small: look for simplified acquisitions, micro-purchases, or set-asides

Step 5: Prepare to Bid

- Read the full solicitation (cover to cover)
- Follow instructions exactly: formatting, attachments, due dates
- Write clearly: tailor your proposal to the specific requirement
- Have someone proofread it for compliance and clarity

Top 5 Mistakes New Contractors Make

1. Skimming the solicitation instead of reading it fully
 2. Missing registration steps (e.g., incomplete SAM profile)
 3. Using vague language in proposals
 4. Not tracking deadlines or follow-ups
 5. Overlooking small contracts while waiting for a "big one"
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Your Next Steps Checklist

Task	Complete?
Register in SAM.gov	
Get your Unique Entity ID (UEI)	
Complete SBA Profile	
Identify 2–3 relevant NAICS codes	
Draft your Capability Statement	
Search and bookmark 2 active opportunities	

How True North Federal Solutions Can Help

- SAM.gov and SBA registration
- NAICS optimization
- Capability Statement development
- Bid identification and matchmaking
- Proposal development and review
- FAR compliance and training

Want hands-on help? Schedule your free 30-minute discovery call today.

www.truenorthfederalsolutions.com

