Lead Generation Proposal Assessment Rubric

1. Engaging Hook (0-5)

- **5:** Captivates with a unique spontaneous statement. It could be in the form of a genuine compliment, and statement of empathy, demonstrating a personal connection and something in common.
- **4:** Includes most elements of an engaging hook but may lack spontaneity or genuine feeling.
- **3:** Attempts an engaging hook but falls short in either personal connection or uniqueness.
- **2:** Minimal effort in creating an engaging hook, lacks personal touch and originality.
- **1:** No attempt at an engaging hook.

2. Personalization and Understanding of Project Scope (0-5)

- **5:** Demonstrates expert-like understanding of the project scope with specific and relevant examples, showing how the work is special.
- **4:** Good understanding with relevant examples but missing details on the impact or uniqueness of the work.
- **3:** Provides a general understanding with some examples but lacks depth in relevance and impact.
- **2:** Shows minimal understanding, with vague or irrelevant examples.
- **1:** Lacks understanding of the project, no relevant examples provided.

3. Examples of our work (0-5)

- **5:** Provides 1-3 highly relevant examples with detailed explanation of relevance, learning outcomes, uniqueness, and impact.
- **4:** Shares highly relevant examples but lacks explanation as to how they directly relate to their project/goals
- **3:** Examples provided are somewhat relevant with basic explanation, lacking depth in uniqueness and impact.
- **2:** Examples lack direct relevance to the project scope or are poorly explained.
- **1:** No examples provided or examples are entirely irrelevant.

4. Originality and Creativity (0-5)

- **5:** Proposal is highly original and creative, includes clever industry-specific jokes or questions demonstrating expertise, stands out distinctly.
- **4:** Shows good originality and creativity with memorable elements, which may include some industry-specific humor or insightful questions and comments.
- **3:** Some original ideas, but lacks a strong creative spark or fails to incorporate industry-specific elements effectively.
- **2:** Limited originality, mostly generic with few creative touches, lacks industry-specific elements.

- **1:** Lacks originality, completely generic and formulaic, no industry-specific elements or creativity.

5. Human-Like Tone and Avoidance of Overused Phrases (0-5)

- **5:** Proposal sounds natural and human-like, entirely free of AI-like words and overused phrases, ensuring uniqueness and personalization.
- **4:** Mostly avoids AI-like words and overused phrases, with minor slips, but maintains a personalized tone.
- **3:** Some effort to sound human-like, but uses overused phrases or lacks a fully personalized tone.
- **2:** Minimal effort to avoid AI-like words or overused phrases, making the proposal feel impersonal.
- **1:** Proposal is filled with AI-like words and overused phrases, lacking any personalized or human-like tone.

Final Assessment: [Total of all criteria scores] / 25

Note: This rubric aims to guide the assessment of proposals by focusing on the key elements that contribute to a compelling, personalized, and effective lead generation proposal- emphasizing the importance of an engaging hook, personalization, project understanding, relevancy of examples, originality, and a human-like tone. Each section will be scored individually, with the total score offering a comprehensive view of the proposal's strengths and areas for improvement.