As you are working on your proposal for Project One here is some additional assistance in creating your proposal:

Anatomy of a Proposal

Before you can quickly and efficiently write amazing proposals, you’ll need some basic background on what a persuasive proposal is made of. I say a persuasive proposal because that’s exactly what your proposal has to be. It must convince the reader that you’re the absolutely best person for the job.

A persuasive proposal has:

1. Problem statement
2. Proposed solution

You’ll have everything you need as long as you include these essential elements.

**Problem statement**

An effective proposal describes a client’s needs and their drivers. To persuade someone, they must believe you understand their needs; describing the underlying reason, shows exactly that.

The best way to show what this means is by example. Let’s use a website redesign project for this example. Say a client wants to have their website redesigned.

You might see something like this on a mediocre proposal:

ABC Company is looking to have their website redesigned to give them a fresh new look. The redesign should include a way for customers to contact the company and a way to find locations.  
…

Why is this mediocre? There’s no problem statement here. Redesigning a website to obtain a “fresh new look” isn’t a problem statement.

A persuasive proposal would sound something like this:

ABC Company has lately seen a drastic increase in competition. These new competitors have modern looking websites that are starting to attract some of ABC Company’s long time customers. ABC Company needs to redesign their website with a fresh new look to ensure existing customers are kept, and new ones are converted.

The redesign should include a way for customers to contact the company and a way to find locations.  
…

See the difference? Keep in mind that most clients will not tell you this information; you’re going to have to dig. Keep asking why until you get to the business driver. Something is driving the project, and it sure as hell isn’t wanting a “fresh new look”.

**Proposed Solution**

Now that you’ve been armed with the knowledge of their motivation for the project, you’re ready to offer a solution.

Yes, you’ll want to ensure you directly address their needs, but make sure your solution is business-centric.

Mediocre solution:

We recommend a complete redesign of the existing website. This would include a new updated logo, location search, contact form page, etc.

So a good solution for the previous example might be:

To effectively recapture the market from new competitors, the website design must implement a marketing strategy focused on this goal. This will start with a needs analysis session that will identify the key elements of the website, different customer types, and all necessary calls to action.

Needs analysis will be followed with a content plan focused on specific goals, and will move into the design phase which will include the following…