

15 Proposal Writing Tips



Before Writing Your Proposal

- **Conduct In-Depth Research:** Before drafting your proposal, thoroughly understand the client's needs by reviewing the Request for Proposal (RFP). Dive deep into the client's pain points, decision-maker priorities, and competitive positioning.
- **Plan and Outline Your Document:** Start by clearly defining the purpose, audience, scope, and structure of your proposal. Use any provided RFP outlines to structure your document logically, incorporating headlines and visuals to communicate value effectively.
- **Define Goals and Objectives:** Clearly defining the project's objectives is crucial for a successful proposal. Start by asking: What do you aim to achieve? Why is it important? Clearly stated objectives provide direction and improve the chances of project success.



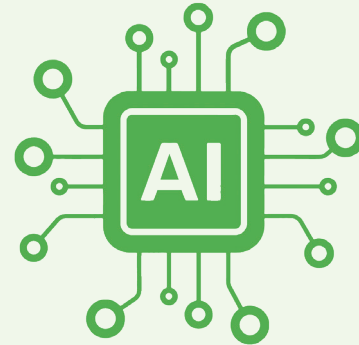
Proposal Writing Tips

- **Highlight the Benefits and Value:** Emphasize how your solution addresses the client's needs, such as increasing efficiency and reducing costs. Focus on the major benefits, using theme statements and benefit tables to clearly articulate your solution's value throughout the proposal.
- **Be Clear and Concise:** Use clear, straightforward language and organize your proposal with logical structure and visual aids like bullet points and tables. Avoid jargon, use active voice, and break information into digestible pieces to enhance readability and persuasiveness.
- **Write With Empathy:** Connect with the reader by understanding and articulating their challenges and goals. Use storytelling to frame the client as the hero overcoming obstacles with your help. Write professionally, as if helping a friend, to show genuine investment in their success.
- **Explain "Why" Your Solution Is the Best:** Clearly articulate why your solution is ideal, focusing on its impact and benefits. Avoid vague descriptions; instead, explain the rationale behind your approach to demonstrate its value and relevance to the client's needs.
- **Customize Your Proposal to the Audience:** Avoid generic boilerplate content. Tailor your proposal to reflect the client's specific needs and language, updating and personalizing content to ensure it is relevant and compelling.



Advanced Tips

- **Focus on the Customer:** Instead of emphasizing your company's achievements, center your proposal on how your solution meets the customer's specific needs. Use their terminology, focus on their goals, and frequently mention their name to highlight their importance. Directly address their key issues and the benefits they'll gain from your solution.
- **Understand the Client's Pain Points:** A proposal is kind of like a handshake – it sets the tone for the rest of the relationship. You want a strong, confident handshake. In proposals, that confidence comes from clearly understanding what the client needs and showing them a direct path to attaining it.
- **Leverage Past Proposals:** If you're building a new template or looking to revamp your old one, inventory your "best of the best" proposals. Take the most effective, impactful elements of those proposals and use them to start building your new template. This not only streamlines the proposal writing process but also ensures a unified tone throughout the document.
- **Use Visual Aids:** Graphics are visual aids to help communicate important information. Avoid adding an infographic or a "pretty" picture for the sake of how it looks on the page. Instead, assess your text and identify content that could be better conveyed or emphasized using visual elements.
- **Use Software to Increase Efficiency:** Implementing a Digital Asset Management (DAM) system tailored to your industry can significantly boost your RFP win rates. Teams using DAM experience higher efficiency, quicker asset retrieval, and improved proposal quality, leading to better win rates.



Tips to Improve Your Proposal Writing With AI

- **Conduct a Sentiment Analysis:** Employ AI tools, like Brand24, for sentiment analysis to ensure your proposal's tone matches your intended emotional impact.
- **Check Your Grammar and Style:** Utilize AI tools such as Grammarly to minimize errors and polish your proposal. These tools provide real-time grammar corrections and style suggestions, enhancing the readability and professionalism of your document.

To grab all 33 tips, check out our full article [here](#).