



This document explains how a professional Proposal Writer works and how your business could benefit from these specialist skills.

Proposals are different to any other business documents

It helps to consider why proposals are very different to any other business documents.

Most businesses depend on a range of pre-sales documents that include marketing brochures and advertising material. Many companies also produce technical documents to support their products and services – such as user guides and data sheets.

Every one of these documents has a specific purpose and the best examples are written by specialists: 'Copywriters' and 'Technical Authors'.

'Copywriters' create marketing and advertising material to 'attract attention' and encourage the prospective client to find out more. They create novel headlines and imaginative text.

'Technical Authors' specialise in writing technical documents and they are good at explaining complex information or instructions in plain language for a wider audience.

Proposals need a different type of writing skills

A proposal is quite different to a technical document or marketing and advertising material. Its purpose is to persuade the evaluators that your services or products will meet the current, specific needs of the prospective client*.

Each proposal is unique because it responds to one client and is usually required within a strict timescale – often several weeks. If your proposal fails to satisfy the client, you lose points in the decision making process and the contract may be awarded to one of your competitors.

This critical role of proposals – *winning new or repeat business* – is why a new, specialist writer has emerged: the '**Proposal Writer**'.

How the professional Proposal Writer will work with you

Professional Proposal Writers have developed skills that other writers generally have not. In particular, the Proposal Writer knows what clients expect to see in a proposal and knows how to write in a way that will persuade the client.

Bid Managers and Sales Executives who are under pressure don't always have time to consider their products and services from the client's viewpoint. The Proposal Writer is skilled in drawing out the information you need to write a persuasive proposal in the time available.

A Proposal Writer seldom writes a complete proposal – it usually needs a team, however small – but will write specific sections and help with structure and writing style throughout.

Tasks include writing, editing and reviewing – as well as coaching in-house writers.

Creating proposals that beat your competitors

Many people have a basic ability to write but – when your business depends on the quality of your documents – you need a specialist.

If 'anyone' could write good documents, Copywriters and Technical Authors wouldn't be necessary. Our marketing and advertising material wouldn't be as interesting or as successful.

The professional Proposal Writer has distinct attributes that can't be developed so effectively by in-house staff or by other specialists:

- Unique understanding gained in bidding to different industries and clients
- Fresh, independent viewpoint on presenting your products and services to your clients
- Ability to help management, sales and bid teams identify strategy and define key messages

If you want to win the 'bid' – and get the business – your proposal must be better than any your competitors produce. Being mediocre is not good enough. For the best chances of winning, you need to work with a professional Proposal Writer.



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* Some businesses prefer the term 'customer'.