SMARTer Entrepreneurs

We spend hours on proposals and get nowhere

Five places to look, and how to choose where to start

A proposal can take a day to write and thirty seconds to file under "later". The hours are rarely the real problem. What happens before you start writing usually is.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Only write for prospects ready to decide. You write a proposal for anyone who asks for one.			
2. Agree what goes in it before you write it. The prospect sees your approach and price for the first time in the document.			
3. Check the price fits before you start. When you do hear back, price is the reason given.			
4. Talk it through rather than send it. Proposals go by email, and then you wait.			
5. Use a short, standard shape. Every proposal starts from a blank page.			

An example

The partners in an accountancy practice wrote a long proposal for every enquiry. They began agreeing the scope and a fee range on a call first, and wrote a two-page summary only when the client had said yes in principle.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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