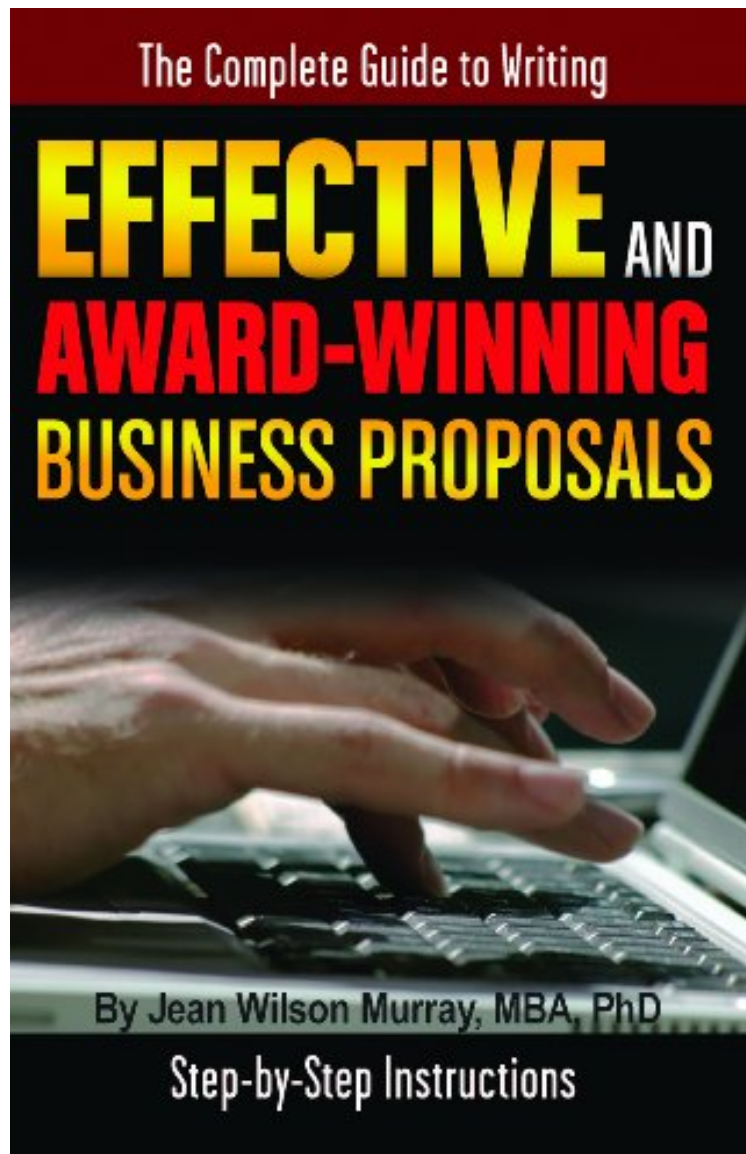


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The Complete Guide to Writing Effective and Award Winning Business Proposals: Step-by-Step Instructions

Jean Wilson Murray

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Business...By Aubryn Eton Andrew Smith This book is very special to me..It is what it said it is.."The Complete Guide to Writing Effective and Award Winning Business..."I really depend on it for writing a very good business proposal..0 of 0 people found the following review helpful. Valuable resource!By GLRThe Complete Guide to Writing Effective Award Winning Business ProposalsAuthor: Jean Wilson-Murry, MBA PhDReviewer: R. Ginger RobinsonThe very first thing you notice about this book is the eye-catching cover. This fabulous packaging makes you look forward to what is contained inside. I have been told quite a few times life to shoot a proposal a customer's direction and been at a loss of what and how to include my information. Everybody knows that the pricing is included, but it's the additional unknown territory that can be so confounding. Also the aspect of whether they may think you're charging too much and so many other issues.With just the first chapter the author whet my appetite with key information that was promised to be covered in detail in later chapters. The first chapter itself included the reasons why an individual would need a proposal, the definition of the RFP, and formatting. I don't know about anybody else, but I had shied away from even bidding because I wasn't sure what RFP even meant. She surfaced valid points such to keep bidders on track and focused on logistics rather than just the opportunity to bid. She outlined the numerous types of proposals, their purposes and the book itself is written in they way that reminds you to write your proposal.This book is written in such a conversational style that I felt many times that the writer heard my questions because it wasn't too long after my questions were formed, that they were answered. There was information that I didn't agree was a blanket issue and that information was countered with the fact that it wasn't all inclusive, still in all, key information to pay attention to in the proposal process. At times the book was repetitive, but I think necessarily repetitive so that information could be soaked in. This is not a book to be quickly perused and tossed to the side. There are several areas covered in a short amount of time with helpful checklists of do's and don'ts and memorable shortcuts such the 7 C's, six hats thinking, and AIDA format. She keeps the readers attention even through legal issues that must be address with explicit explanations of procedures, working, and preparation.Ms. Wilson-Murry's writing style delivers the information promised in the first chapter exploding into examples, clear cut analogies and constant delivery of the information necessary to write a successful business proposal. I can honestly say that this is a book to be read many times for the healthy cornucopia of information contained in its pages. There is information on different types of proposals, even the fears that are encountered in tackling a proposal and how to overcome those fears. She guides you through the process of prepping the proposal, writing and formatting it, the fonts, paragraph styles, layout, proofreading, even visual techniques. There is so much that goes into the proper appeal to a potential customer and this author addresses all of those concerns. She even has a checklist of what to do and resources to guide you further if necessary.Upon finishing this book, I felt as though I had been given every component necessary to complete a proposal that would have the maximum impact to any potential customer in order to make them a bonafide long standing customer. I also believe that there are tactics outlined in this book that can be used to aid in changing your overall attitude towards any business venture you wish to tackle. Ms. Wilson-Murry reinforced one important rule that must never be forgotten that no matter the proposal, you should never sell yourself short. I enjoyed this book completely and plan to read and refer to it again and again. Out of 5 stars, I give this book 5 stars.0 of 0 people found the following review helpful. The Complete Guide to Writing Effective and Award-Winning Business Proposals: Step-by-Step Instructions by Jean MurrayBy Marie AlbertA business proposal is one of the most important pieces of paper you'll need to start a new business: if you write a clear, professional proposal, you increase your chances of attracting not only backers but also clients and local support.The Complete Guide to Writing Effective and Award-Winning Business Proposals dissects the business proposal and shows the reader its parts: there's a section on everything from the cover letter you'll need to write, the costs you'll need to break down, and the profile of your business or company that you'll need to craft. Murray does a nice job of not only listing and discussing the business proposal's parts, but she also explains the elements to crafting a successful proposal. The five key elements Murray writes about are solutions, benefits, credibility, samples, and targeted.This book is particularly great for people who are just starting out with business proposals. Professionals might find some of the book's content redundant. For example, someone who's just starting out would want to know when a business proposal is needed (i.e. who requests them), but someone who's been in the game a long time isn't necessarily going to need this information.The great thing is that this book will not only help you learn the parts of a business proposal, but it will help you learn how to write persuasively, an area some books do not cover. This way, your proposal will not only impress people but will persuade them to trust you and your ideas. If you're looking for a breakdown of the seemingly mysterious business proposal, this book is the right one for you. Starting from the beginning, the book will walk you through the business proposal process.One standout section of the book is the piece discussing the legal side to business proposals. This is an areas that some people may overlook because they're focused on funding, profits, and barometers of success. Murray writes sharply about the safeguards you'll need and the things to consider when crafting a proposal. It's this detail-oriented approach that makes this a great book for people just starting out in the world of business.

What do you do when you are trying to get your company off the ground and attract new customers? You write a business proposal, which is essentially a bid for business that can be either solicited or unsolicited. Business proposals

cannot be thrown together at the last minute; they take a large amount of planning, writing, and revising. The Complete Guide to Writing Effective and Award Winning Business Proposals will walk you through the process, providing you with an easy to follow and easy to understand method of writing a successful business proposal. In this new book you will learn about the various parts of a business proposal, including the cover letter, contact details, executive summary, solution description, success stories, references, costs breakdown, case studies, company profile, methodologies, and project milestones and deadlines. You will also learn the five key elements of effective business proposals: solutions, benefits, credibility, samples, and targeted. Furthermore, you will learn how to write persuasively, how to analyze your proposal, how to write an effective vision or mission statement, how to understand and meet your client s requirements, how to write client-centered proposals, how to establish credibility, and how to structure a letter and a formal proposal. In addition, this book is filled with outlines, suggestions and tips. The Complete Guide to Writing Effective and Award Winning Business Proposals will teach you how to create consistently successful proposals that bring in new clients and contracts and impress your peers and senior management. Whether you are a new business trying to win contracts or you are an established business hoping to pick up some new tips, this book will help you achieve your goals. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 290 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.