Writing is Easy

Writing to Win
TIP #1
You **MUST** be compliant

Key Sections of RFPs:

Section C – Statement of Work (SOW)
Will, must, shall…

Section L – Instructions, Conditions, & Notices to Offerors

Section M – **Evaluation Factors**
TIP #2
It’s about THEM!

It’s about perspective.
It’s not about YOU!
It’s about your reader.
TIP #2
It’s about THEM!

#1 Empathize with your customer

#2 Shift your mindset from contractor to collaborator

#3 Use their language to write about your solution
TIP #3
State your value

Answer the question before it is asked…

What’s the answer?
It’s your discriminators.

... your VALUE PROPOSITION

Why you + them = a win for them
TIP #4
Prove it

Benefits | Features | Proof

Benefit = What does success look like?

Feature = How do you deliver success?

Proof = How does the customer know you can deliver?
“Writting is easy. All you have to do is cross out the wrong words.”

- Mark Twain
TIP #5
Words Matter

Don’t use:

Don’t
Won’t
Not
Without
But
However
In spite of

Unleash the power of **AND**!
Be compliant in every way!
Shift from contractor to collaborator
So What? – Why you?
Prove it! Benefit – Features – Proof
Words matter – Ac-cent-tchu-ate the Positive
✓ Put the most important thing **FIRST**
✓ Begin sections & paragraphs with **your customer’s name**…NOT YOURS
✓ Read/Edit for compliance & customer-focus
✓ Read it out loud & get feedback
If I waited for perfection, I would never write a word.

- Margaret Atwood
Writing is Easy

Your content. Our expertise. Winning results.

Juliet@writingiseasy.co