

Contents

INTRODUCTION	<i>i</i>
THEMES	1
Introduction.....	1
Themes.....	1
Theme Placement.....	1
Theme Examples.....	1
Evolution of Themes.....	2
RFP CONTENT	8
The RFP.....	8
RFP Parts and Sections.....	8
RFP Section Explanation.....	10
DECIPHERING THE RFP	13
Deciphering The RFP.....	13
Step – 1 RFP Reading Sequence.....	13
Step – 2 RFP Familiarization	15
Step – 3 RFP Deciphering Other RFP Sections.....	16
Step – 4 RFP Data Categorizing	18
WRITING THE EXECUTIVE SUMMARY	22
Introduction	22
Executive Scrutiny.....	22
The Big Picture.....	23
Influencing Judgment.....	23
Themes Revisited.....	23
The Writing Process.....	23
Number of Themes.....	24
Theme Examples.....	24
Drafting the Introductory Paragraph.....	25
Building Theme Support.....	26
Summarizing.....	28
Executive Summary Samples.....	29
Disclosure Notices.....	29
EXECUTIVE SUMMARY - SAMPLES	30
EFFECTIVE USE OF TABS	35
Capitalizing on Section Tabs.....	35
Identifying Proposal Discriminators.....	36
Tabs and the use of Minor Themes.....	36
Discriminators and Advantage Statements.....	37
Why Use Tabs Like This?	37
TAB SAMPLES	40
DEVELOPING A PROPOSAL OUTLINE	42
Developing a Proposal Outline	42
Step – 1 Proposal Instructions.....	42
Step – 2 Your Theme Discriminators and Advantages	42

Contents

WRITING THE MANAGEMENT PROPOSAL	44
Introduction	44
The Management Proposal.....	44
Theme Amplification.....	44
Planning to Write.....	45
Organizational Charts.....	45
Other Management Considerations.....	46
MANAGEMENT PROPOSAL - EXAMPLE	48
RESUME DEVELOPMENT	56
Resume Development.....	56
Proposal Resumes vs. Employment Resumes.....	56
Why Traditional Styles Resumes Don't Work Well.....	56
A New Style of Resume.....	57
RESUME EXAMPLE	58
WRITING THE TECHNICAL PROPOSAL	59
The Technical Proposal.....	59
Purpose.....	59
Proposal Development Considerations.....	59
Sizing the Competition.....	60
Disclosure Markings.....	60
Ghosting.....	61
Proposal Evaluation.....	62
Persuading the Evaluator	63
Tabs and the Technical Proposal.....	63
TECHNICAL PROPOSAL – EXAMPLE	64
GRAPHICS AND ILLUSTRATIONS	68
Introduction.....	68
Elaborate Proposals.....	68
Binding.....	69
Paper Type and Color.....	69
Double – Column Page Layout.....	69
Illustrations and Other Designs.....	72
Covers – The First Thing That Reflects on You	74
Use Microsoft Word	75
How to Copy a Page off the Web.....	75
How to Add Water Marks.....	75
How to Assign Numbers to Lines of Narrative.....	75
How to Set Up Numbering On Pages So They Are On Outside Corners of Pages.....	76
How to Create a PDF Document.....	76
How to Add a PDF Document to an Existing PDF File.....	76