

# Proposal Development Checklist

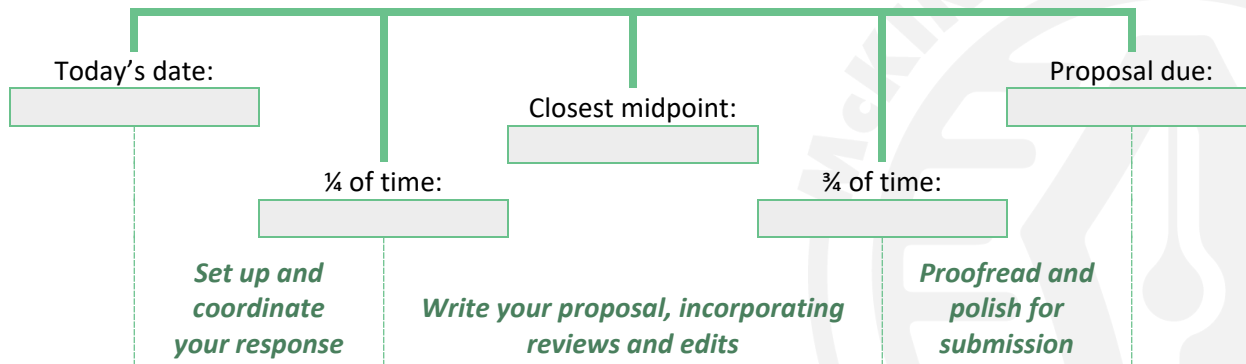
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Writing a proposal can be a daunting task, but you're probably more prepared than you think. Check off the things you already know, determine where you need help, and get started.

<b>I know I need a proposal.</b>	Through an RFP, RFI, or other solicitation or request, you know you need a written proposal.
<b>I know our solution will meet the requestor's need.</b>	You understand the request well enough to know that your solution is the answer to the requestor's needs.
<b>I know what makes our solution special.</b>	Beyond just meeting needs, you know—in general—what sets you apart from the competition.
<b>I have a team in mind.</b>	You have an idea of who can gather information, serve as a SME, and write or review the proposal.
<b>I know the value of this opportunity.</b>	Without carefully pricing it out, you know the general impact this opportunity would have on your business.

## Submit on time by planning your schedule backward

You'll want a detailed proposal development schedule eventually, but for now, plot these dates to get a general idea of how much time you'll have for each task before submission.



## Determine how you feel about this proposal

Part of knowing where you need help is determining how you feel about the task ahead. Where do you fall on each of these statements?

*We have to win this business.*

*We have a good chance of winning.*

*I'm excited to write this proposal.*

*I'm worried about compliance.*

*I want our proposal to be compelling.*

*This opportunity is a value add.*

*We know this is a long shot.*

*I'm dreading even getting started.*

*I'm worried about everything.*

*I just want it done.*

## Figure out where you need help

Based on your feelings about the proposal and task ahead, figure out what help you need.

### If you're saying . . .

I want to write my proposal myself, but I want it to be bulletproof, with no grammar or spelling mistakes.

I can write a first draft, but it might not be compelling. I need help making my content interesting and compliant.

I can talk about our solution and provide source materials, but I'm no writer. I need someone to put it all together.

I want to win this business, but I don't know where to start. I need help with all of it.

### You need a . . .



Proofreader



Editor



Writer



Proposal Team


## Let proposal experts help


You don't have to write this proposal alone. McKinnon-Mulherin can help you turn this checklist into a working plan. Let's submit a competitive proposal together.

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 [Schedule a meeting](#)