



TOP 10 TIPS FOR PROPOSALS THAT POP



The Workbook

HOW TO USE THIS WORKBOOK

We're excited to contribute to your proposal writing journey.

In the interest of brevity, we've designed this workbook to include two specific elements: Proposal Writing Tips and Action Items you can implement immediately.

The idea is to use this document as a reference guide during the proposal writing process.

If you have any questions as you go through this process, feel free to reach out and we'll be happy to help in any way we can.

Happy writing! - Heather & Velia
info@CuratedEntertainment.biz

YOU NEED TO EVOKE AN EMOTIONAL RESPONSE

Whether your job is to present an itemized list of goods and services, or outrageously creative proposals, you need to evoke an emotional response from the reader, in as few words as possible, with as much sizzle as possible.

We're talking about connecting with people in the most profound way, and igniting them to action. Proposals are your way of doing that.





TIP 1

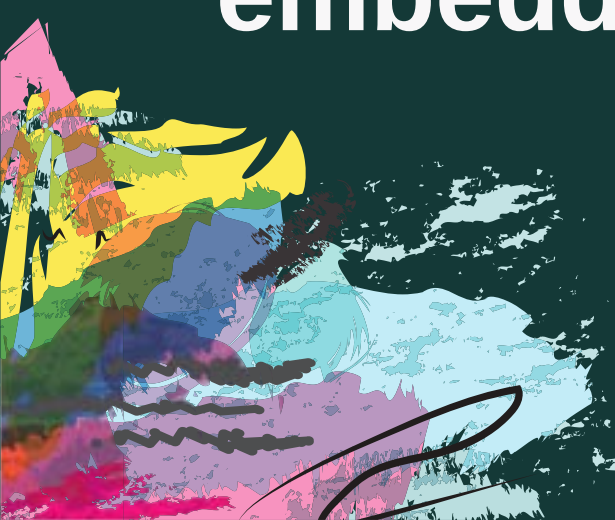
**Say Something Aspirational that
Speaks to Your Clients' Objectives**



START WITH AN ASPIRATIONAL PHRASE

This is when you have to think back to that original Zoom call when you got buy-in. Look at the notes you took, and think about what your client is really trying to accomplish. Then try to wrap your head around how you can help them with that.

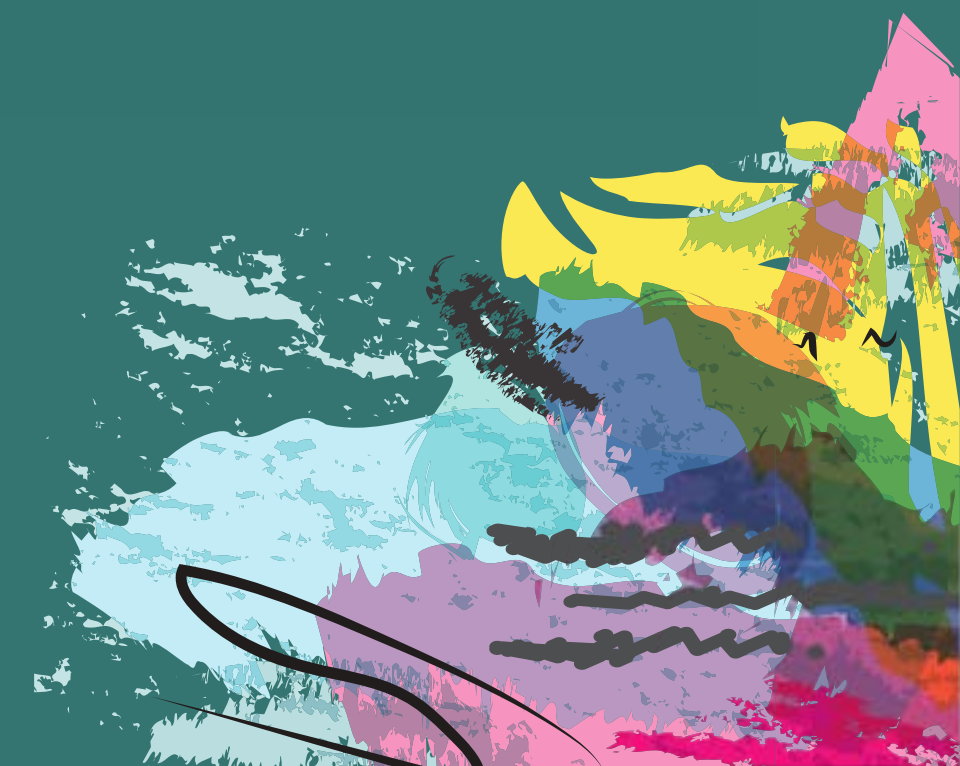
Whether you're writing a creative or itemized proposal, you have to address your client's objective straight away. We recommend embedding it in the all-important opening statement like this one...



ASPIRATIONAL PHRASE: EXAMPLE

“Nothing builds community like sharing a laugh and a mesmerizing experience.

This surprise-filled program inspires engagement and opens the floodgates to fun.”



START WITH AN ASPIRATIONAL PHRASE

Note that this statement is both aspirational and speaks to the client's objectives. This is not where you write what your company does, it's about speaking to what your client really wants to achieve. If you can get this right, you can actually close them on this page of the proposal. This really is your opportunity to make your client feel seen, heard and excited to do business with you.

In a creative proposal, we recommend making your opening statement straight after the title page. If you're writing an itemized proposal, this goes straight under your letterhead.



TIP 2

Decide on a Look and Feel



DECIDE ON A LOOK AND FEEL

This is your chance to create a love at first sight experience using color and pictures.

Typically we begin by looking at our client's site to get a sense of their branding, colors, and tone. We've found that if our proposal mirrors their company's style, culture and brand, we get much more buy in.



HERE ARE 10 DESIGN PRINCIPLES

- 1) High Quality Pictures
- 2) Consistent Alignment
- 3) Use lines & boxes
- 4) Leave negative space
- 5) Adjust opacity

- 6) Contrast colors
- 7) Font Readability
- 8) Font Contrast
- 9) Include icons & logos
- 10) Remember mobile





TIP 3

Create a Catchy Title



CREATE A CATCHY TITLE

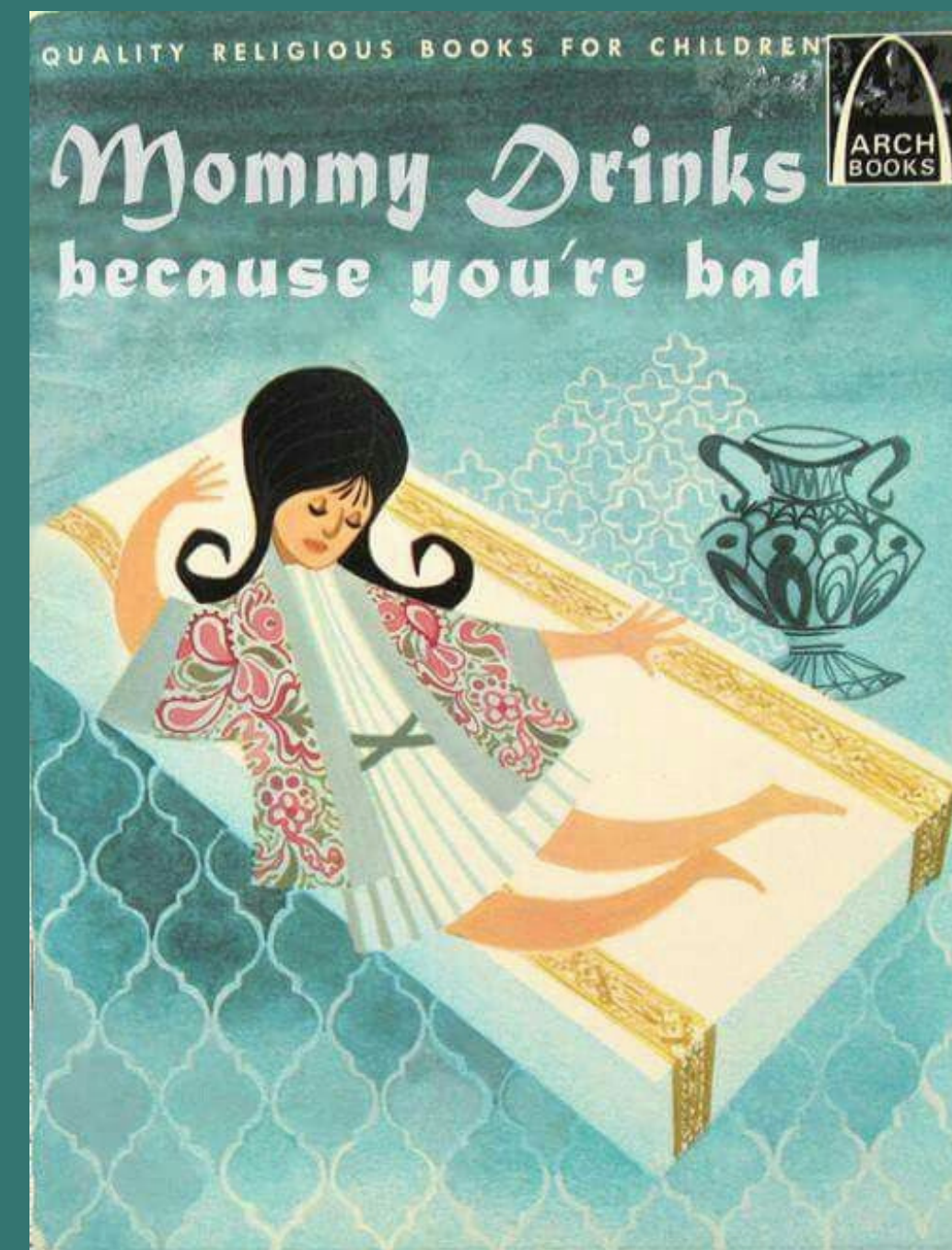
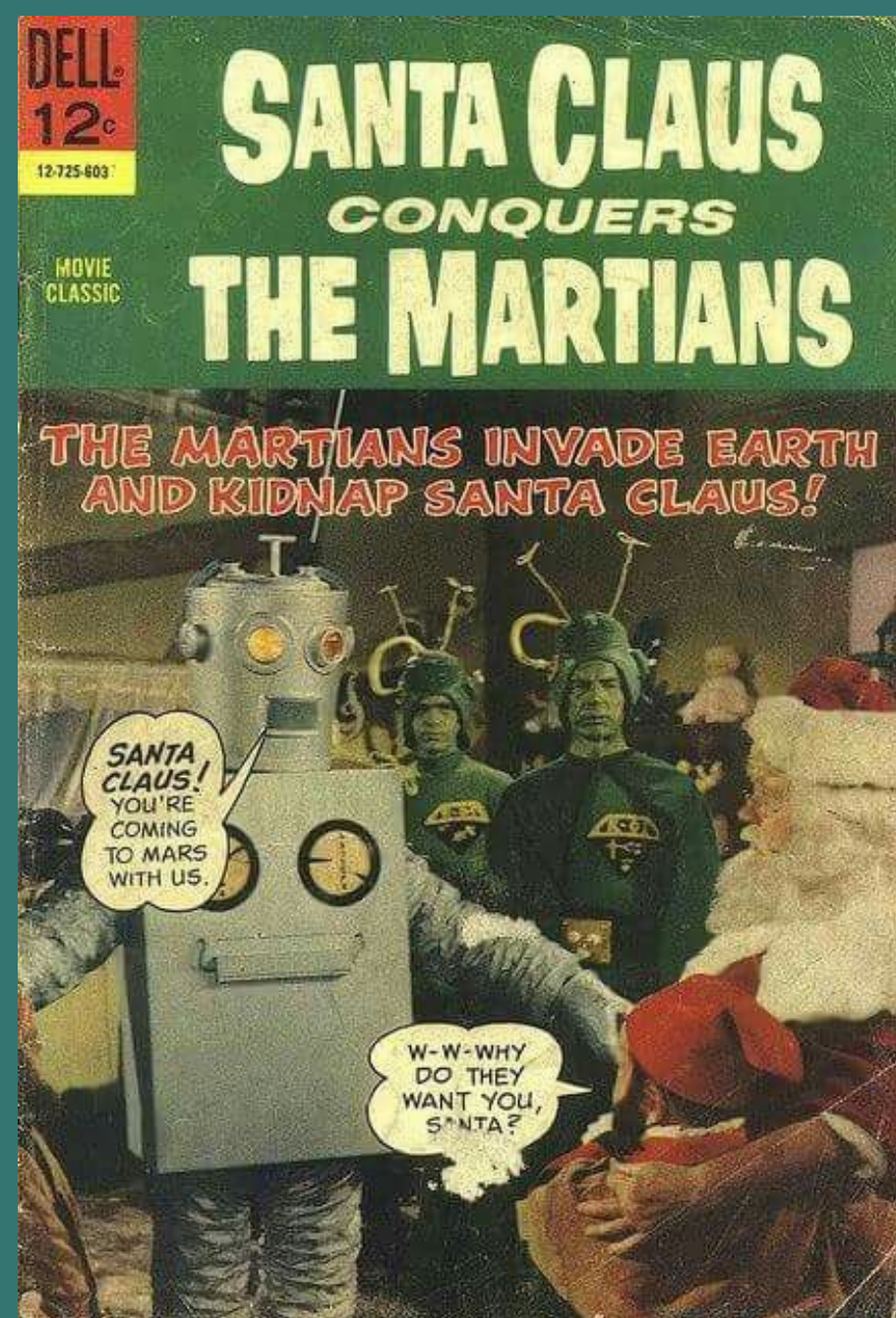
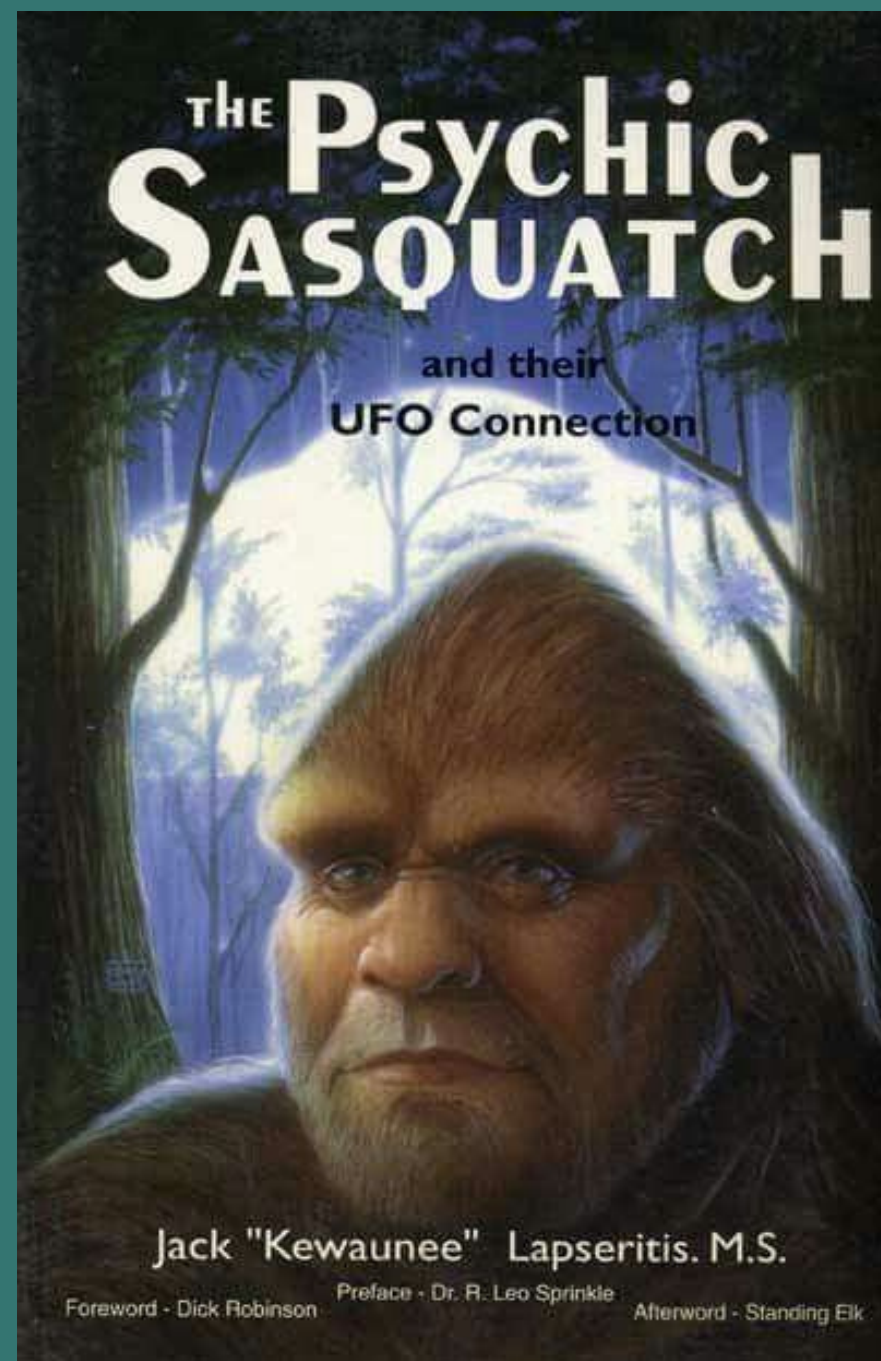
Choose a title that's catchy, concise and clever. Go big and bold and say it in as few words as possible.



PRO TIP

Look to your favorite book, movie or song titles for inspiration.

SOME OF OUR FAVORITE CATCHY TITLES





TIP 4

Make it Personal



MAKE IT PERSONAL

When your prospect or manager picks up your proposal, they're going to want to see themselves reflected in it. The more you can mirror them, the greater chance you have of closing the sale.

For example:

- A caterer can find out what the CEO's favorite candy bar is and suggest placing them on each table setting.
- An event planner can invite an executive known for dad jokes, to kick off the program.
- A hotel bidding on a Bikram Hot Yoga Convention can talk about how they'll adjust the HVAC to 105 degrees in the room!

CLICK THE PLAY BUTTON TO SEE AN EXAMPLE



TIP 5

Take the Reader on an Experiential Journey



TIP 5: TAKE THE READER ON AN EXPERIENTIAL JOURNEY

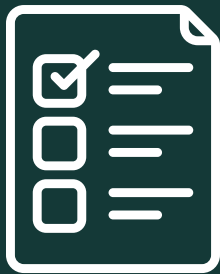
Write your proposal in story form with an enticing beginning, exciting middle and triumphant ending.



Help your client to visualize exactly what they can expect from you, and what their guests can expect. Ignite their imagination!

YOUR TURN

Draft a narrative of your proposal so that it takes your client on a journey. The experience should build and conclude with an unforgettable ending.



PRO TIP

In an *itemized* proposal, write an exciting descriptive sentence for each part of the day. For example, for a Networking Breakfast, you might write, "*Get your day started right with strong coffee and stimulating conversations over croissants.*"

A man in a dark suit is seen from behind, writing on a whiteboard. The whiteboard is covered in hand-drawn business diagrams, including a Venn diagram with percentages (20%, 31%, 50%), a bar chart, a flowchart with 'INTERNET' and 'BASIC PRESENTATION + GIFTS', and a list of 'TASK LIST' with items like '1 INDIA' and '2 ASIA'. Other terms like 'SALES', 'EXPO', and '+REVIEW' are also visible. The background is a teal color with a faint pattern of business-related icons and arrows.

TIP 6

Outline How You'll Deliver On Your Vision

OUTLINE HOW YOU'LL DELIVER ON YOUR VISION

People talk about the what, but they may not typically talk about how... How are you going to deliver on your proposal. You need to articulate that.



This is the perfect opportunity to educate your client about the value you bring, along with your vast experience, and to position your organization to stand out.

YOUR TURN

Create a bullet point list of all the tasks you will need to complete to deliver on your proposal. Don't forget to include narrative!



EXAMPLES OF USING STORY WHEN OUTLINING HOW YOU'LL DELIVER:



Write a compelling statement about how you'll coordinate with A/V & Catering to create a cohesive experience.



Write a narrative about how you'll source ingredients from local producers and inspire with your sustainability practices.

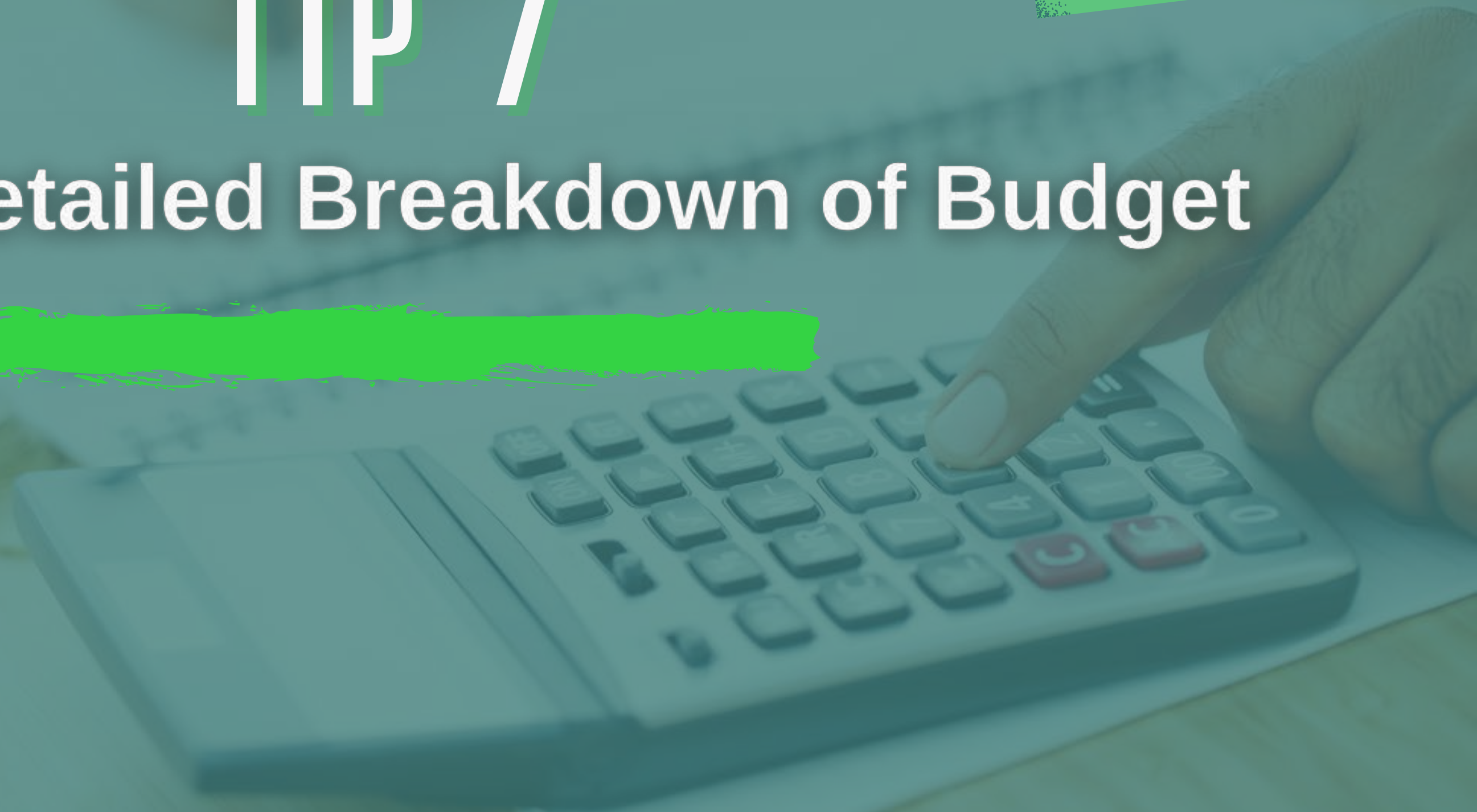


Tell a personal story about your history with a preferred vendor, reinforcing your commitment to trusted partnerships.



TIP 7

Create a Detailed Breakdown of Budget



CREATE A DETAILED BREAKDOWN OF BUDGET

Even in the budget, it's our job to educate our clients, to establish our value and justify our rates.

An itemized list will go far in addressing any financial objections you think your client might have, ahead of time.



PRO TIP

Quote in the higher range of what the market will bear because at the very least, you will get practice with your negotiation skills.



TIP 8

Qualify Yourself



TIP 8: QUALIFY YOURSELF

Answer the question, "Why choose us?"

Do it with great testimonials, killer bios, industry accolades and lots of mojo.



YOUR TURN

Add a full page of testimonials to your proposal.

TIP 9

Make the Invitation to Pitch your Proposal Live



PITCH YOUR PROPOSAL LIVE

A live presentation is your opportunity to make your client fall in love with YOU and get them truly excited about your vision.



PRO TIP

You're ten times more likely to close the sale, if you present live. You can feel the magic in the air.

EXAMPLE OF INVITATION TO PITCH LIVE

"We'd love to prepare a presentation for you and your team, to fully illustrate the value we can bring, and answer any questions you may have.

Please let us know some dates and times that work for you."

HERE ARE SOME PRESENTATION TIPS

- ✓ Conscious breathing builds focus and magnetism
- ✓ Speak from the heart and be authentic
- ✓ Read the room & leave space for questions
- ✓ Listen attentively before responding to questions
- ✓ Practice makes perfect and permanent

TIP 10

Make a Compelling Invitation to Close



Wiederholungs-
Kontext
Hobby

Ort, Datum

Unterschrift

MAKE A COMPELLING INVITATION TO CLOSE

Now that you've wowed your client with your proposal, it's time to go for the close.

One way to kick off the closing discussion is to ask a question.

Here are some examples:

"Does our quote fit within your budget?"

"Would you like to move forward with working with us?"

"May we send you our contract?"

"We're looking forward to partnering with you. When should we get started?"



BIGGEST TAKEAWAY

If there's one big takeaway we wish to give you, it's this...

When writing your proposals, don't write them from the point of view of what you do, write them from the point of view of what you can do for your client, that is, how you can help them achieve their objectives.

Everyone wants to feel seen and heard, and this is especially true for our clients when they are taking on the big responsibility of producing an event.

Strategically lay out how your products or services will complement their specific goals and you'll blow away the competition.

You've got this! - Heather & Velia

LET'S STAY IN TOUCH!



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