



THE SAVVY PROPOSAL – PROJECT PROTOCOL

Phase 1. We conduct due diligence

- Understand you and your business
- Understand the audience:
 - Your prospect
 - Your prospect's business
 - The problem your proposal must aim to solve
- Assemble the available background and research

Phase 2. We confer with you and decide on components, structure, and tone

- Situation analysis
- Scope and specs
- Objective
- Insight
- Look and feel
- Deliverables and required format
- Timeline
- Project budget

Phase 3. We draft the proposal/RFP response

- Submit to you for review and comment
- Communicate with you about comments
- Make agreed revisions: 48-hour turnaround is the norm
- Submit revisions in Word "track changes"
- Repeat and polish until you approve as ready to launch