

SPAC 2012



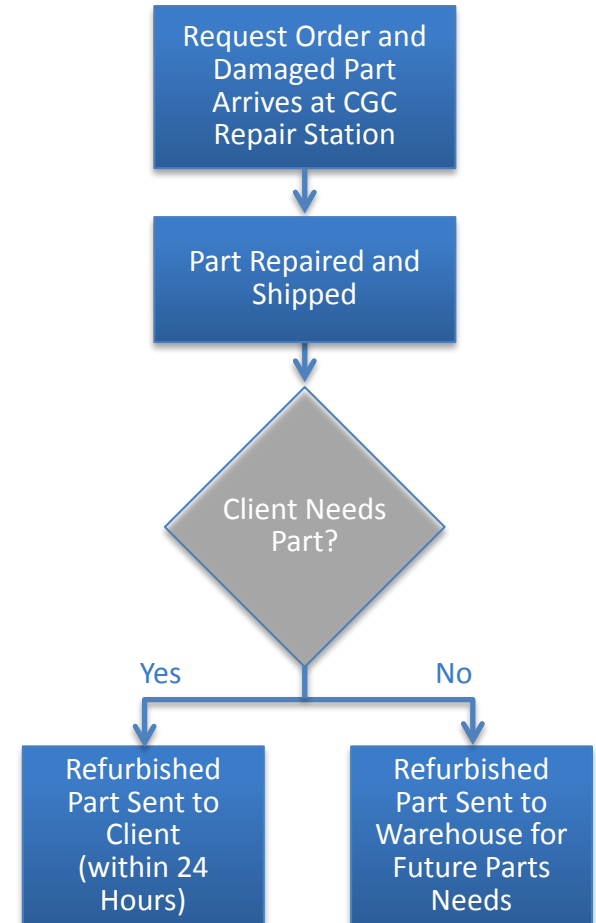
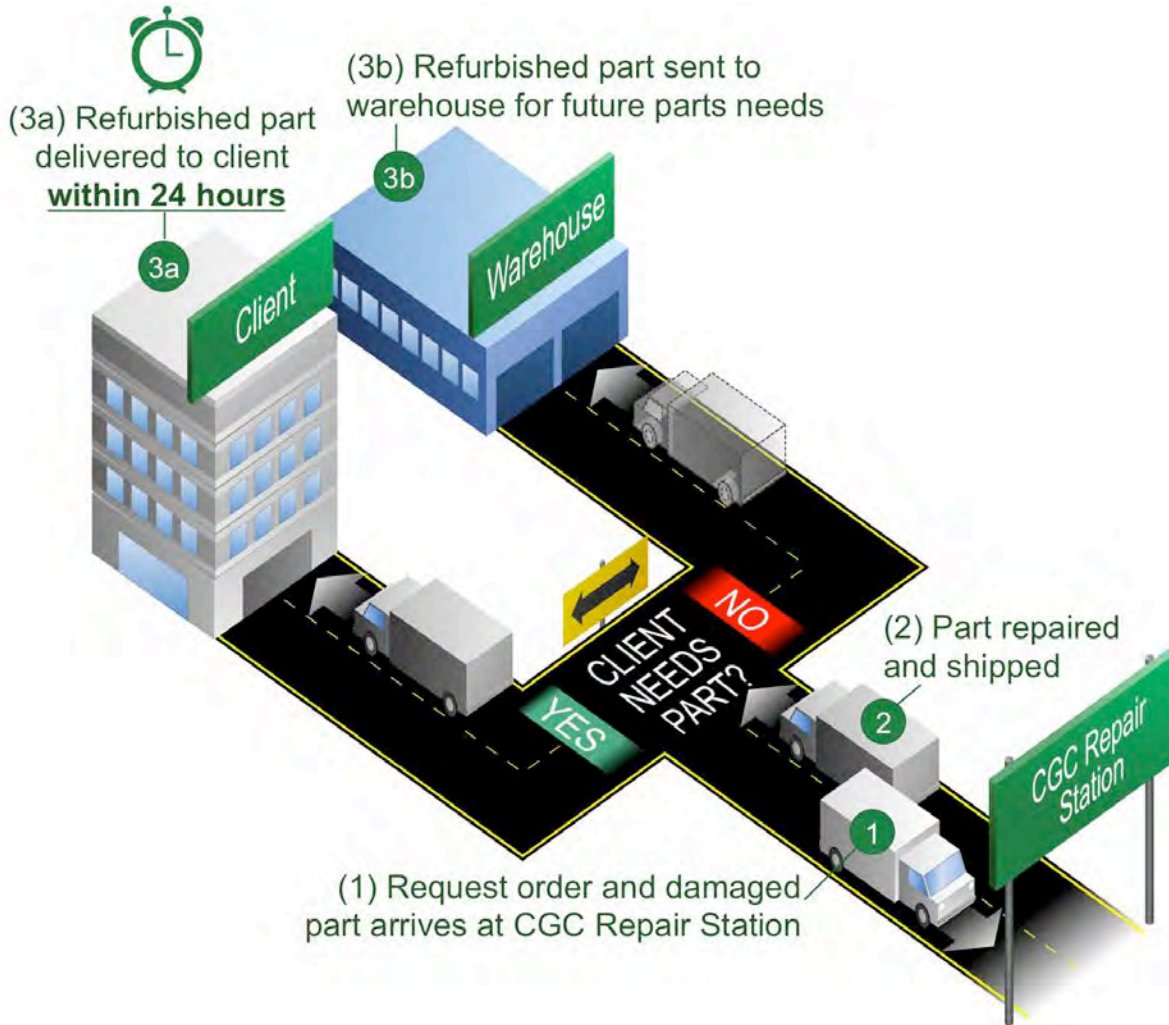
Southern Proposal Accents Conference



The Fantastic Four Secrets for Designing WINNING Proposals

Mike Parkinson, PPF.APMP





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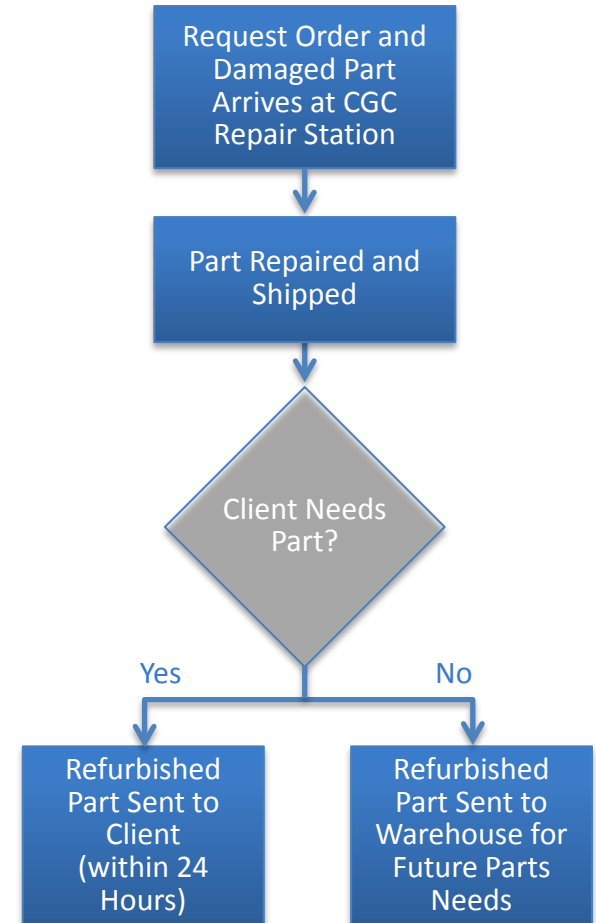
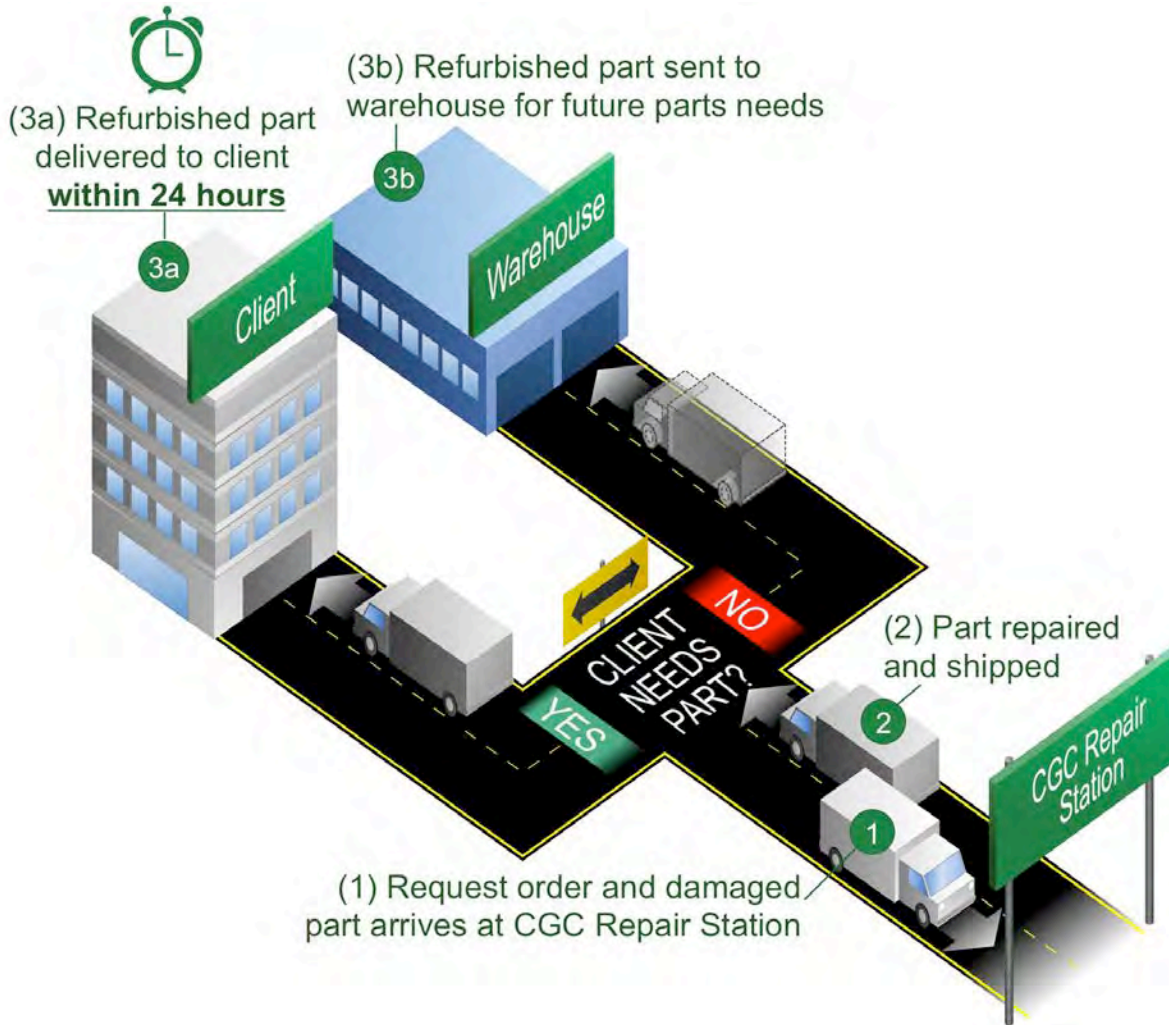


1. Know your message

- Clear
- Concise
- Benefit-driven
(if applicable)



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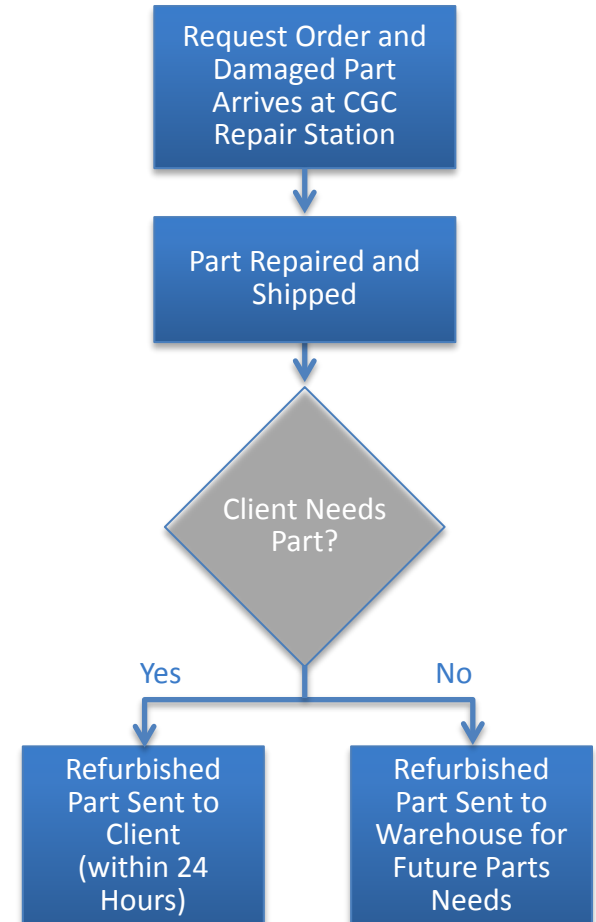
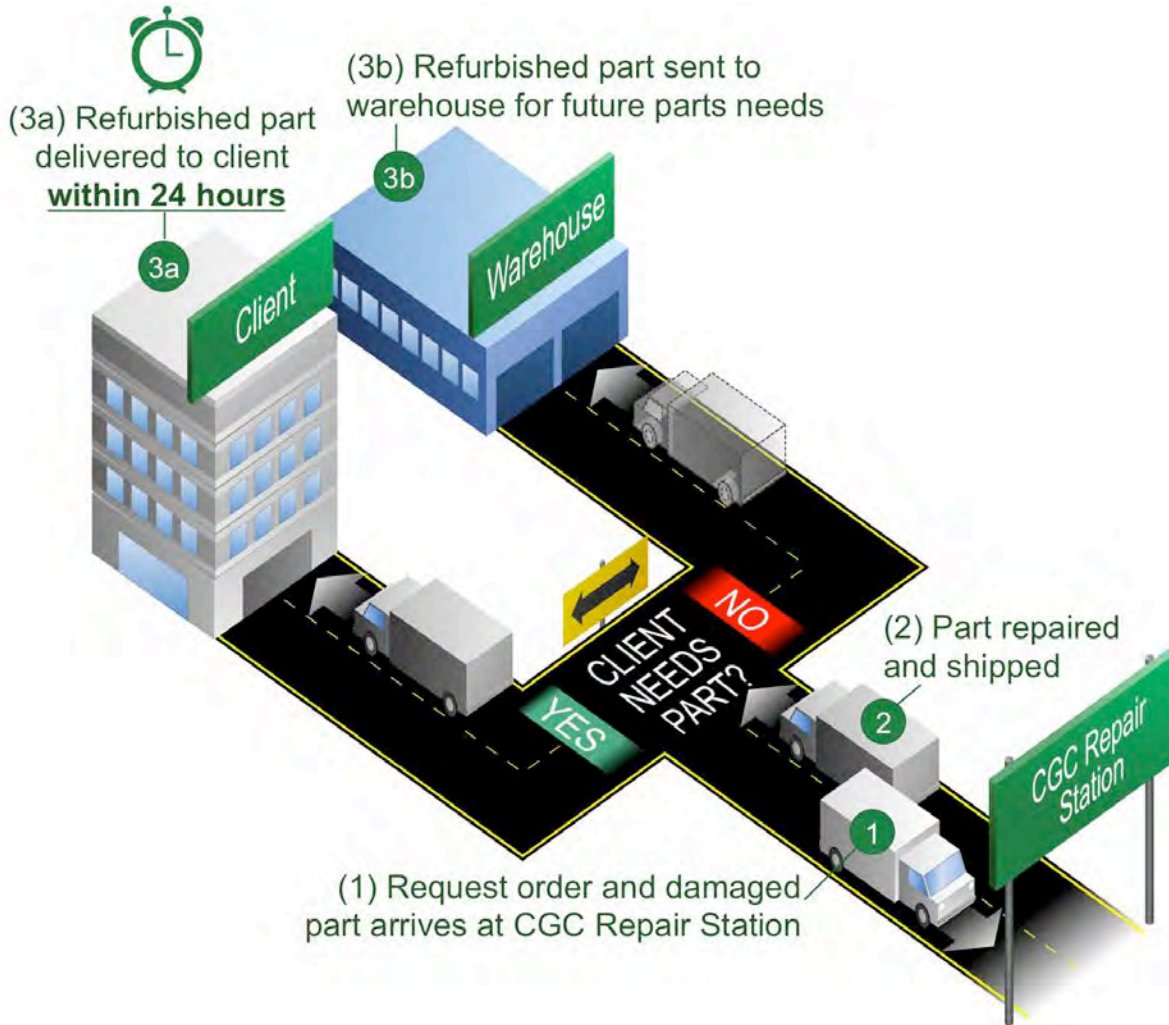
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2. Tell a Story

- “Facts tell and stories sell”
- Connect the dots (ConOps)
- Use a metaphor, simile or analogy



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3. Choose the right graphic type

- Graphics Cheat Sheet
- Based on your message/audience



Graphics
Cheat
Sheet
Handout!

MIKE PARKINSON'S GetMyGraphic

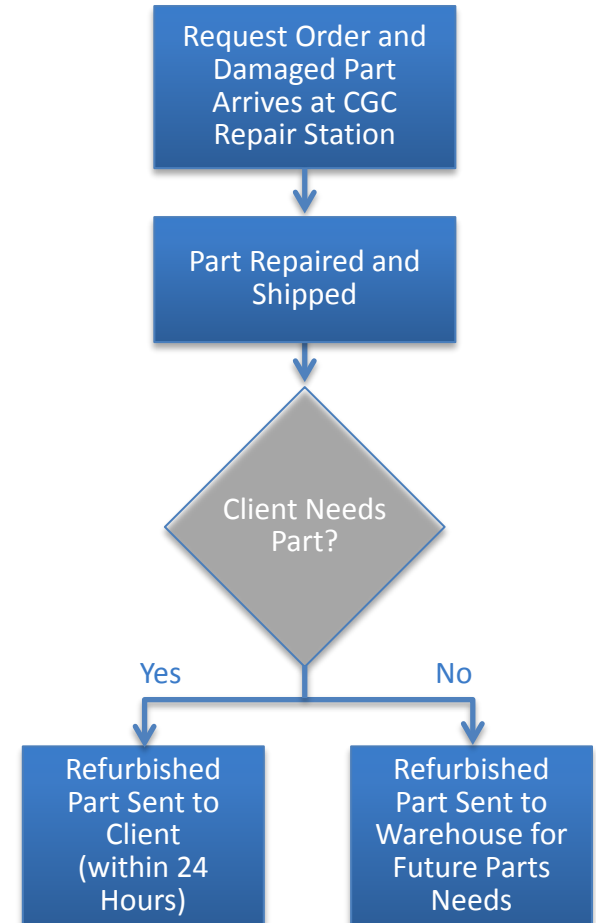
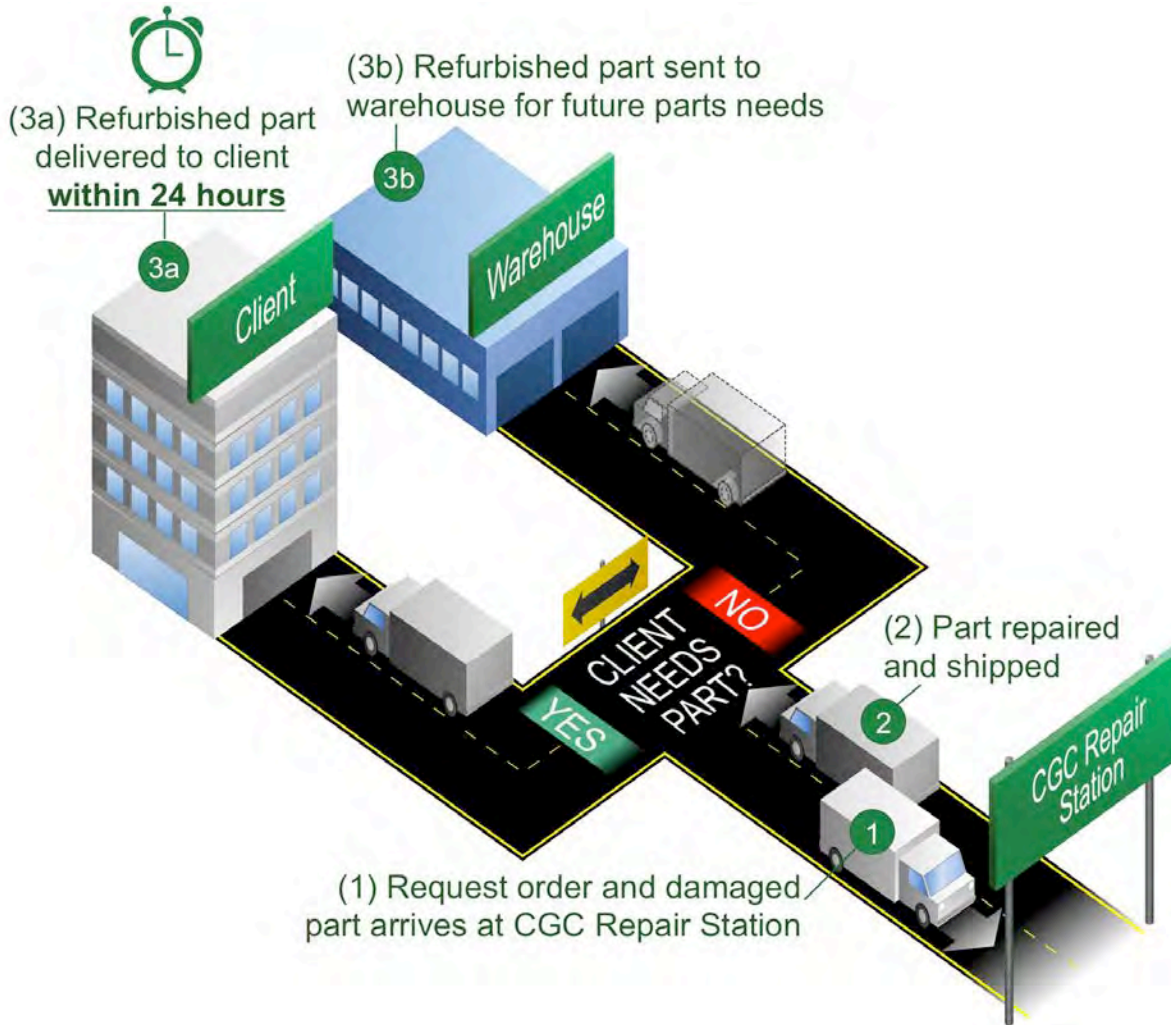
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	Simple <small>The information to be communicated is simple.</small>	Complex <small>The information to be communicated is complex.</small>	Quantitative <small>The information to be communicated is quantitative.</small>
Hierarchy	[Icons]	[Icons]	[Icons]
Architecture or Structure	[Icons]	[Icons]	[Icons]
Process or Flow	[Icons]	[Icons]	[Icons]
Cause and Effect	[Icons]	[Icons]	[Icons]
Comparison <small>(Whether option is to show two of the same graphic type and highlight the similarities or differences between both.)</small>	[Icons]	[Icons]	[Icons]
Synergy	[Icons]	[Icons]	[Icons]
Relationship <small>(Whether graphic types can show relationships between elements. The graphic types purchased here are those most often used.)</small>	[Icons]	[Icons]	[Icons]
Transition	[Icons]	[Icons]	[Icons]
Amount or Value <small>(Whether graphic types can show relative amounts used. The graphic types purchased here are those most often used.)</small>	[Icons]	[Icons]	[Icons]
Description	[Icons]	[Icons]	[Icons]
Distance	[Icons]	[Icons]	[Icons]
Protection or Isolation	[Icons]	[Icons]	[Icons]

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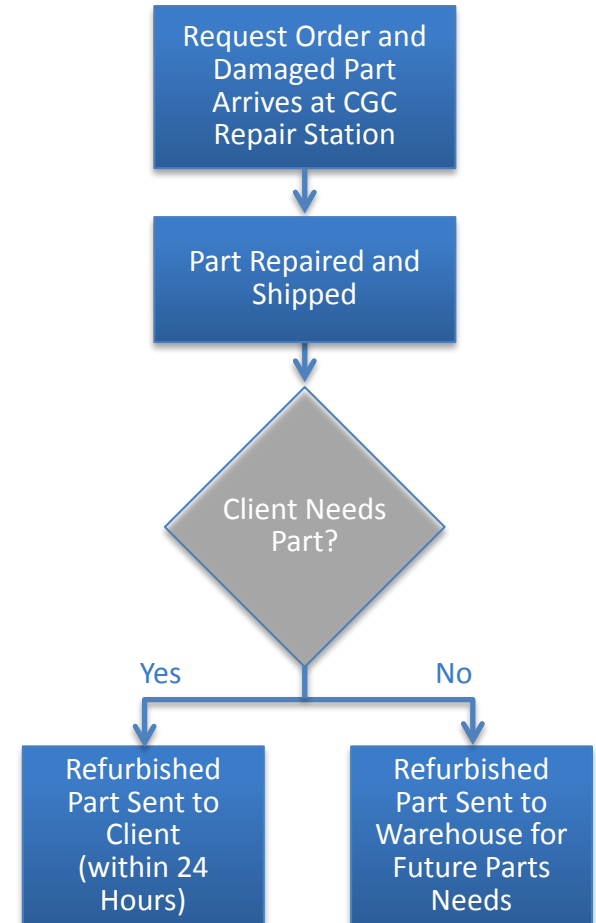
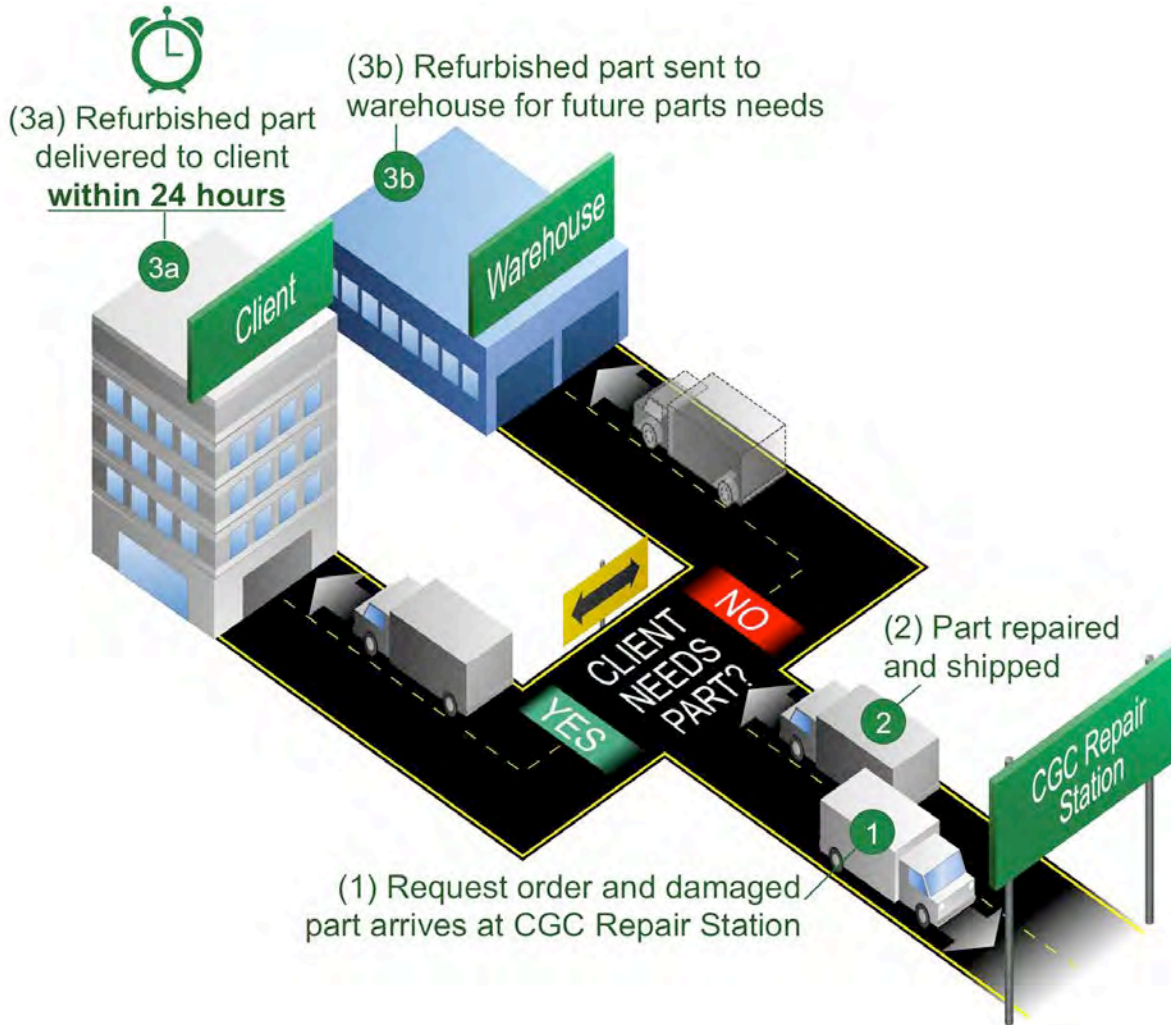


4. Use professional looking graphics

- Shows that you are:
 - Better (or different) than competitors
 - Care more about this proposal and client
 - Have the “A-Team” on this program
 - Trustworthy (assuming consistency)



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NO excuses...

- Websites
- In-house
- Design firms
- Graphic design consultants



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Examples



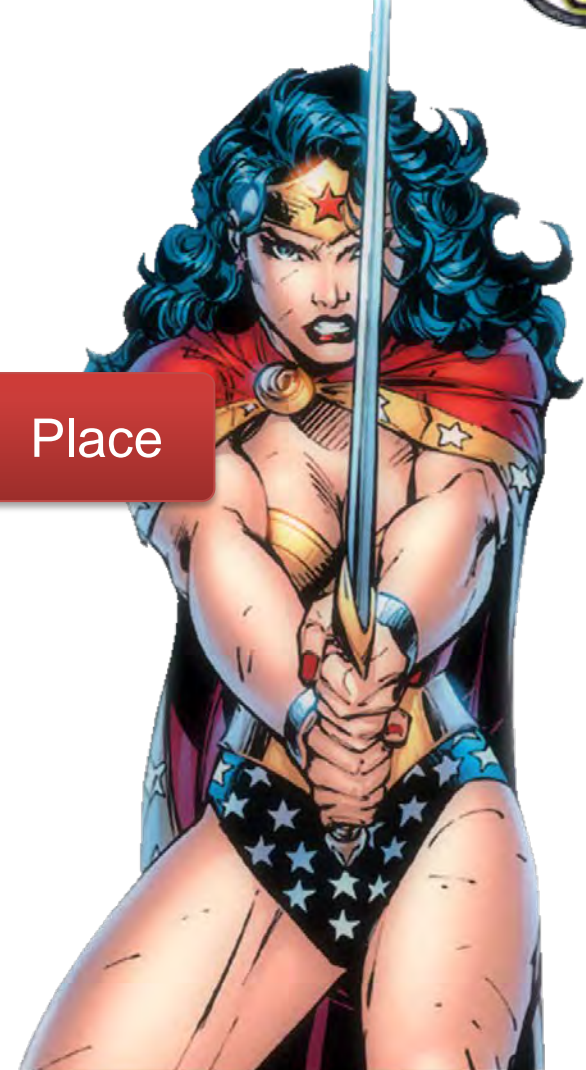
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Let's Do It!

Share Your Staffing Plan...



1. Know your message
2. Tell a story
3. Choose a graphic type
4. Use professional graphics



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