

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

KISS Your Proposal Worries Good Bye and Recruit Your Partners Like An Athletic Coach

March 2013

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

What's New ...

Happy Easter!!!

INSIDE THIS ISSUE

What's New ...

The name Easter owes its origin from Eastre, the Anglo-Saxon goddess who symbolizes hare and egg.

About Us

Promoting A Networking Event

Easter always falls between March 22 and April 25.

Advertising Your Business

Pysanka is a specific term used for the practice of Easter egg painting.

How to Receive the Newsletter

Feedback, Questions, or Comments?

From the very early times, egg has been considered the most important symbol of rebirth.

Guest Book

The initial baskets of Easter were given the appearance of bird's nests.

KISS Your Proposal Worries Good Bye and Recruit Your Partners Like An Athletic Coach

Happy Networking!

Ads

Chad

"The NetworkING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 3,465** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

Although I try to avoid writing proposals, sometimes a prospect insists. In addition to taking a lot of time, I am often unsure whether or not I am getting off track and endangering my chances of winning the bid. Any advice?

First, no consultant likes writing a proposal. If a client requires one, and they have every logical right to do so, they should be conclusive rather than exploratory. If you are introducing yourself ("please describe your company history") or general approach to consulting ("describe how you approach consulting projects") then this is a warning sign that the client really does not know what they want or does not know how to work with consultants. It is also a sign that there may be other surprises down the road.

Second, other than a long windup about your philosophy and background, the more detail you are asked to provide, the less flexibility both you and the client will have when the project starts. Any surgeon can specify how an operation generally goes, but none are under the illusion that your case will be exactly as specified, and you sign a permission to deviate from the standard procedures per the surgeon's judgment.

Third, they really don't want to read a long proposal any more than you want to write one. Talk to your prospect about this and talk about the project until you are both very clear about the scope, sequence and content of engagement tasks. Then write a high level proposal, almost at a contract statement of work level, that should be only a few pages.

Tip: Many clients ask for a proposal without thinking it through that they are imposing work, creating unnecessary restrictions on a professional consultant's flexibility, and not using the pre-proposal time to clarify the project scope and outcomes. Show your professionalism by advising your prospect on how best to promote their interest by laying out a more focused sales and evaluation process. Even if this is a competitive proposal process, you will likely win some points by adding value even before the proposals are submitted.

I've gotten to know a lot of fellow consultants, but most not very well. I've teamed with some of them, and the results were OK in most cases and sometimes not as well as I'd have liked. How do I know who is a good teaming partner?

This raises an interesting topic that consultants think about but rarely talk about. If a partnership provides teaming parties more than they could get without teaming, how can I make sure that I am getting far more than just the sum of the parts? This affects small consulting firms as well as large ones. A decade ago, when the world didn't change so fast, we could take time to build relationships with prospective partners and get to know them fairly well through low risk collaboration. As engagements have become more focused, faster and require more specialized knowledge, this is getting harder to do.

Think about all the ways sports teams are created. The goal is the same as a consulting teaming partnership - assemble the right mix of talent for the job (game, conditions and opponent) at hand. You can mimic pick-up basketball where you go with the tall or muscular kid, or the kid you know. Anyone you don't know, even if they are the best player, you pick later. Compare this to a college or pro sports team. A huge amount of effort is spent getting to know every potentially available player. Coaches spend precious time learning about a player from their coaches, opponents and teammates. When the opportunity arises, they know exactly who to pick. Coaches who don't recruit well are out of a job pretty soon as the quality of their team declines.

Tip: Think about the kinds of engagements you currently pursue, or the industries or markets in which you work. What skills or experience are you missing that would give you a leg up? Who are the key players who would know the best consultants in that space? Could you talk to them to find out who they recommend as a consultant and why? Talk to those consultants now, before you need anything from them or can provide anything to them. Develop a list of the 10-20 consultants you'd like to team with when a specific opportunity arose. Keep the list updated (and establish whatever level of relationship you think appropriate). When you need that great point guard/facilitator, you'll know exactly who to choose.

Advertise here



Santillan & Associates, P.C.
 Accounting & Tax Law
 www.atsllaw.com
 4900 Commonwealth Blvd
 Suite 320
 Secor, PA 15709
 Phone: 724-730-1010
 eFax: 412-774-2269
 info@atsllaw.com

Edgardo D. Santillan, Esquire



The Write Plan, LLC

Chad E Zwigart, MBA/MPM
 Principal Business Consultant

104 Renee Drive
 Mars, Pennsylvania 16046

724.910.9640 Cell
 724.625.2552 Fax

chad@thewriteplanllc.com
<http://www.thewriteplanllc.com>