



Modern Proposal Writing for Federal Contractors

Guide the Evaluator to Award You the Win

In this class, you will learn how to modernize your proposal writing, resulting in improved proposal quality and increased win rates. Students will learn what constitutes a great proposal as well as how to plan and write compelling proposals to efficiently increase proposal evaluation scores. Class exercises allow students to practice these skills with instructor feedback.

What you will learn:

- How the government evaluates proposals in order to write content that achieves high scores
- Seven proven quality measures for analyzing proposal content
- How to modernize content to grab and hold evaluator attention
- How to plan content effectively using annotated outlines and content plans
- How to gather information such as proof points for better persuasion
- How to develop Strength Statements
- How to use the SUPS method for better articulation of value proposition
- How to develop titles and action captions for graphics that underscore key messages
- How to write compelling proposal content

Who should attend?

This course is designed for technical and managerial professionals, writers, solution architects, and all proposal professionals who are called upon to write sections of proposals or lead proposal volumes. **(Eligible for 10 APMP CEUs)**

Seminar schedule (three modules over 2-3 days):

Module 1: Planning to write

- Introductions and purpose
- How the government evaluates your writing
- Defining a great proposal
- Applying Seven Quality Measures
 - Activity: Review and critique writing using the measures
- Ensuring compliance and responsiveness
 - Activity: Prepare an outline
- Gathering the information you need to write
- Annotating outlines and using content plans
- Conclusions and Q&A

Module 2: Writing compelling technical and management sections

- Module 1 Recap
- Impacts of digital distractions and telework
- Making your proposal compelling with strength statements
 - Activity: Write a strength statement
- Writing compelling technical and management sections
 - Activity: Write using SUPS
- Writing compelling titles and action captions
 - Activity: Write a title and action caption
- Conclusions and Q&A

Module 3: Writing compelling resumes and past performance

- Module 1–2 Recap
- Writing resumes
 - Activity: Write a resume success story
- Writing past performance
 - Activity: Write a relevancy paragraph
- More writing tips
 - Activity: Rewrite bad writing
- Lessons learned
- Conclusions and Q&A

Instructors

Lisa Pafe



Lisa Pafe teaches our Proposal Review, Proposal Writing, GWAC/IDIQ, Strength-Based Winning, and APMP Foundation Certification classes. She brings 30 years' experience in management consulting, marketing, business development, project management, and proposal management. Her experience also encompasses project management, business process improvement, and organizational change management. She is a

Project Management Institute (PMI) certified Project Management Professional (PMP) and an Association of Proposal Management Professionals (APMP) Fellow with Professional-level certification (CPP APMP). She is a trained Internal Auditor for ISO 9001:2008. She holds a Masters of Information Systems from The George Washington University School of Business and a Masters of Public Policy from Harvard University. Lisa has managed hundreds of winning government proposals and brings extensive experience in all aspects of business capture and proposal operations. Lisa was the 2016–2017 APMP National Capital Area (NCA) Chapter President and previously served as Vice President and Chair of NCA's Speaker Series Planning Committee.

Brenda Crist



Brenda Crist teaches our Winning Business for Federal Contract Project Managers class, Proposal Writing, and APMP Foundation Certification classes. As a consultant she serves as a senior capture and proposal manager. She helps clients work with their staff and partners to create winning, well-written proposal solutions. She offers hands-on experience from leading and conducting systems and network management projects for many civilian and military clients.

Brenda stays current with the latest procurements, their requirements, and industry best practices. Brenda served as the 2010 President and formerly as 2009 Vice President and Professional Day Chairperson for the APMP-NCA Chapter. She has been an active member of APMP-NCA since 2003, serving as Professional Day Chair of Publicity, Speakers Program, and Chairperson for the 2006, 2007, and 2008 events, respectively. Brenda was inducted as an APMP Fellow in June 2011 and also received the Steven S. Myers Award for 2011 APMP Chapter Chair of the Year.