

"WRITING WINNING PROPOSALS"

FOR BETTER OR WORSE: proposals can make or break business deals, determine funding, and more.

Marriage proposals are risky. *Business proposals* are worse.

"Writing Winning Proposals" teaches writers how to romance their audience, use language effectively, and write a proposal that's actually, well, readable — so the deal actually closes.

Your Team Will Learn How To

- **Write for the decision-maker**

Write to the person who signs, not just who reads.

- **Use language to get reader buy-in**

Persuade without sounding like a pitch.

- **Format for greatest impact**

Make the value obvious at a glance.

- **Lead with the pain point and solution**

Open with their problem, not your company history.

- **Format to engage**

Use a layout that keeps a busy decision-maker reading.

- **Use visuals to augment**

Make the case with visuals, not decoration.

What Makes Hurley Write Workshops Unique?

Our workshops are completely customized to meet your team's needs. And, unlike a lot of other off-the-shelf courses, ours are based on the science of readability: how decision-makers actually read proposals, how to structure a proposal so the value lands on the first page, and how to persuade without overselling.

Put Hurley Write's experience to work for your team. No more burying the client's problem under company history. No more boilerplate. No more proposals that stall on page one. And when the proposal is successful? Congratulations — you've officially entered the honeymoon phase.

☒ Onsite Workshops ☒ Virtual Workshops ☐ Online Courses

Write a proposal that gets a yes.

Schedule Writing Winning Proposals for your team.

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