



# Writing Winning Proposals

Successful proposals are the lifeblood of many organizations. Unfortunately, too many proposals fail to focus on readers' needs, are overly verbose, and simply don't highlight the solution.

In this course, participants learn how to write compelling proposals that focus on readers' needs, show readers that your solution is the best option, and highlight the professionalism and talent of your team.

Offered as a customized onsite workshop, webinar, or virtually.

## Learning Objectives

- Write a persuasive, compelling proposal
- Use language to persuade readers
- Focus the proposal on readers' needs
- Write the various sections
- Highlight the solution and reader benefit



# The Hurley Write Difference

We customize all of our workshops using your team’s or organization’s writing examples. Our proven process will ensure that your team has the strategies to write effective documents.

Hurley Write...	Hurley Write Does <i>NOT</i> ...
Instructors are experts—they have extensive backgrounds in professional writing and teaching	Use “talking heads” as instructors who lack knowledge about writing
Uses your team’s documents to meet your specific objectives	Use generic presentations that don’t apply to your key document needs
Provides a team experience to ensure ongoing collaboration and learning	Use a cookie-cutter approach
Provides ongoing support after the workshop to ensure concepts are applied in meaningful ways	Offer a “one-and-done” workshop with no follow-up