

Project: **B2B Website landing page** (for back-end prospects)
Prepared for: KJM Solutions
Service Promoted: Professional Development Teleclass
Challenge: **Rewrite the client's original letter (not to exceed 600 words)**

Presented here is the BEFORE and AFTER...

CLIENT'S COPY BEFORE

Teleclass on Creating Quotations and Proposals

On average, 90% of the design work you'll go after will require a detailed quotation or proposal. Even from current clients.

That's why it's so important to create a proposal that is as persuasive as possible.

Just by improving a few key elements in your template, you can increase your chances of success by 20% or more.

In our upcoming teleclass, we'll show you the latest best practices in creating and winning proposals.

Mark your calendars. It's on Thursday, October 21st.

The 5 Keys of Success

Over the years in my own graphic design firm, I've bid on hundreds of projects.

During that time, I've increased my "win rate" by applying 5 simple keys to success.

You're probably familiar with two or three of these keys already.

But I've discovered that you really need all five in your proposal before you see any real results.

You'll learn these 5 keys during the teleclass. You'll also receive:

- A recording the teleclass
- An example of a winning proposal that you can use as a template.

To register, click on the payment link below.

Register Now

(over, please...)

COPY AFTER

5 Keys of Success in Preparing Winning Proposals

Imagine your business having a sustained high success rate of landing work from clients. Do you think it is reasonable to spend many hours—and money—in preparing detailed proposals that don't work so well landing clients? Or do you dream of increasing the success rate of landing more clients by writing winning proposals?

I think the answer is obvious.

So the real question is: How do you make that happen?

By applying a strategy that I've developed over the years bidding hundreds of projects. I call this this strategy: "*The 5 Keys of Success in Preparing Winning Proposals.*"

Consider this fact: According to the American Graphic Designers Association, 90% of the work you do to land projects, require a detailed quotation or proposal. Even for current clients!

When you look at this figure, you can clearly see why *it is so imperative to create a persuasive proposal.*

You see, you invest 90% of your own time and effort—and money—just in preparing these quotations or proposals. *Only* when these proposals are successful and land clients, then you get your return on your investment. *Otherwise*, there is not return.

If you have the right formula to boost the success rate of your quotations and proposals, you can consistently expect to have more clients—and more referrals! So your business grows exponentially.

I will share the *right formula* in my next teleclass on Thursday August 6th: **5 Keys of Success in Preparing Winning Proposals.**

In a nutshell, I will show you how by just improving a few key elements in your template, *you can increase your chances of success by 20%—or more.* I will not only share the 5 keys of success with you, but also, ***how to properly combine all of them*** to create a winning proposal.

I've increase my "win rate" by applying those 5 simple key elements to success. And I don't want you to miss out of this opportunity.

[Join me on Thursday, August 6th for the teleclass](#) and discover these proven 5 keys of success in preparing winning proposals.

I'm offering this teleclass at two times on Thursday, August 6th—either 2 pm Eastern (11 am Pacific) OR 7 pm Eastern (4 pm Pacific).

As a bonus, I'll also reveal 3 specific strategies for negotiating proposals during the teleclass. With these 3 strategies you will gain confidence and credibility in commanding the fees you deserve.

When you [enroll to the call](#), you will also receive:

- An example of a winning proposal that you are free to use as a template. It *will save you time and money. And you will look like a Pro!*
- A recording of the teleclass that you can use to refer to it as many times as you need to—and play as many times as you wish. So that you can suck in the information as a sponge.

To discover all the above and more, join me for Thursday's teleclass:

[Register Now](#)

It is a small investment that will pay out great dividends in the future... time and again!

I look forward to seeing you on Thursday!

All the best,

Jay

P.S. If you [register before July 31, 2015](#), you will also receive a transcript of the teleclass. *Increase your success rate of landing clients by 20%—or more—with the confidence to earn the fees you deserve!* Don't miss out. More clients mean more referrals! And more referrals mean more profits.

[Register Now](#)