

client: Mindwalk

project: Website page

objective: Write copy that is persuasive w/CTA



portfolio

Win more submitted client bids that staff work so hard on

Our **Pump Up Your Proposals (PUYP)** technique will show you how to produce more persuasive proposals and do them faster, leading to more work and more revenue.

Features & Benefits:

Live, **face-to-face coaching** for better results than other coaching companies that use Xoom or phone sessions. This allows for more direct feedback in Q and A segments. Staff is more likely to engage in the sessions and get more out of them. The results are dramatic.

Here's what to expect when Mindwalk reviews and analyzes your past proposals and identifies how to make them more persuasive. It not only creates a link to your archived proposals and a smoother transition from your existing work and style to the PUYP technique.

What typically happens is, that we work with you and your staff to create or update your existing **proposal template**. This allows you to use that template on all proposals going forward. And gives you the skills to update your template yourself.

Imagine this.... We leave with you a **customized proposal checklist** that's easy to follow. This helps less experienced proposal writers at your company easily and quickly produce bid-winning proposals from the get-go.

As a bonus, Mindwalk will review your next proposal anytime during the next six months. That's a free review of a complete proposal utilizing all the proven results-getting techniques that Mindwalk has developed over the past eleven years.

Mindwalk clients report a **proposal "win rate" increase of 32%** on average as a result of this coaching. That's winning almost one more labor-intensive proposal and contract for every three your company currently wins.

Testimonial of Mindwalk coaching client. "The coaching program was the best money we've ever spent. The new proposal template we developed with the Mindwalk coach helped us win five new web design projects and a top – 3 – price. We probably would not have got those projects otherwise."

Think of this. The sooner you commit to trying this technique, the sooner your company's bottom line will increase as a result of an increase in bids won and contracts secured.

Click here to schedule a free 30-minute coaching session conducted by phone.