



Client: Course assignment for “Secrets of Writing HIGH-PERFORMANCE Business-to-Business COPY”. Instructor: Steve Slaunwhite

Project: Rewrite a landing page.

Objective: Make the landing page clearer, more conversational, and more persuasive without resorting to hype.

Copy Excerpt:

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.

Re-write in the next page...



AFTER:

The idea of quoting a project gives you a headache every time? Even worse, you seem to never win any account?

Creating realistic and detailed quotations and proposals can be an intimidating task. Especially for a busy design firm. But 90% of the work you'll go after will require it.

Even clients already used to working with you, will need you to provide a quotation.

And yeah, **it's a lot of work.**

Let's see what you need to go through:

- Get information on the project's requirements (audience, intended use, likes/dislikes....)
- Understand how long it will take (consider project management + design + proofing...)
- Payment preferences
- Get clear on the time-frame, rush projects, deadlines etc...
- Making sure you don't cheat your client or YOURSELF!

...and if all this wasn't enough, you also need to write a proposal that is as persuasive and effective as possible to win the account.

Imagine boosting your chances of success by 20% or more, by simply improving a few key elements in your template. It's definitely possible. We will show you how in our upcoming teleclass.

Over the years in my own graphic design firm, I was bidding on hundreds of projects.

I've dramatically increased my "win rate" by simply applying **5 key principles**. The principles that I will teach you in this teleclass.

It's really as simple as it seems. John Smith, owner of Crash Design LLC, says: "I've never though that quick, little adjustments and fixes in a proposal could make this big of a difference in the results we get. The first two months applying the strategies I've learned in the teleclass, I won 85% of the projects I quoted!"

You could reap the benefits of these same strategies this Thursday, October 21st.

Plus to help you take action immediately on what you'll learn, if you register, you'll also receive:

- A recording of the teleclass, so you can always listen to it or give it as study material to your team.
- An example of a winning proposal that you can use as a template to guide you through your future projects. No need having to remember the exact steps each time. Simply follow the template and you're done.

**If you are tired of having to quote projects and just hope you will get them, here's the solution. For only \$79 you can start winning account after account, like clockwork.
Click on the link below to sign up and reserve your spot today!**