

How to Prepare a Winning Proposal

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What is a Winning Proposal?

- Thoroughly
 - assesses the scope of work
- Clearly
 - outlines the responsibilities of all parties
- Specifically
 - defines the deliverable
- Appropriately
 - establishes a payment schedule

Works for *you* and *your client*

Agenda

- Analyze the assignment
- Formulate the price
- Draft the proposal
- Seal the deal

Analyzing the Assignment



What are You Being Asked To Do?

- Write something new from nothing
 - Launch scenario
 - New clinical study
- Write something new from something
 - Established messaging
 - Existing summary materials
- Add to something that exists
 - New data
 - New indication
- Give something old a fresh look and style

What Are You Being Given? What do You Have to Find?

- Nothing
- Client/physician “outline” (aka wish list)
- Teleconference
- Clinical study reports
- Marketing materials
- Bibliography
- References
 - Truck load
 - Box load

What is the End Product?

- 4-page slim jim
- 2000-word primary manuscript
- 10-page executive summary
- 24-page print sales training module
- 28-page detail aid
- 7500-word review manuscript
- 52-page technical monograph
- 20-minute interactive sales training module
 - with game assessments
 - with rollovers
 - with pop-ups
 - with video
 - with animation
 - with audio

What are the Extenuating Factors?

- No experience
 - in the therapeutic area
 - with the medium
 - with the specific audience
- Short timeline
 - you have to work evenings or weekends
- Long timeline
 - you have plenty of time to fit the job in

What are the Hidden Expectations?

- Identify and recruit authors or faculty
- Attend meetings
 - at your client
 - at you client's client
 - at an advisory board across the country
 - at a congress across the pond
- Coordinate reviewer comments
- Submission letter
- Reviewer response
- Proofs

$$\csc^{-1}(x + iy) = \tan^{-1} \left(\frac{(x^2 + y^2) \cos \left(\frac{1}{2} \tan^{-1} \left(\frac{y^2 - x^2}{(x^2 + y^2)^2} + 1, \frac{2xy}{(x^2 + y^2)^2} \right) \right) \sqrt[4]{\frac{x^4 + 2(y^2 - 1)x^2 + (y^2 + 1)^2}{(x^2 + y^2)^2}} + y}{x^2 + y^2} \right),$$

$$\frac{(x^2 + y^2) \sin \left(\frac{1}{2} \tan^{-1} \left(\frac{y^2 - x^2}{(x^2 + y^2)^2} + 1, \frac{2xy}{(x^2 + y^2)^2} \right) \right) \sqrt[4]{\frac{x^4 + 2(y^2 - 1)x^2 + (y^2 + 1)^2}{(x^2 + y^2)^2}} + x}{x^2 + y^2}$$

Formulating the Price


$$i \log \left(\sqrt[4]{ \left(\cos \left(\frac{1}{2} \tan^{-1} \left(\frac{y^2 - x^2}{(x^2 + y^2)^2} + 1, \frac{2xy}{(x^2 + y^2)^2} \right) \right) \sqrt[4]{\frac{x^4 + 2(y^2 - 1)x^2 + (y^2 + 1)^2}{(x^2 + y^2)^2}} + \frac{y}{x^2 + y^2} \right)^2 + \right.$$

$$\left. \left(\sin \left(\frac{1}{2} \tan^{-1} \left(\frac{y^2 - x^2}{(x^2 + y^2)^2} + 1, \frac{2xy}{(x^2 + y^2)^2} \right) \right) \sqrt[4]{\frac{x^4 + 2(y^2 - 1)x^2 + (y^2 + 1)^2}{(x^2 + y^2)^2}} + \frac{x}{x^2 + y^2} \right)^2 \right)$$

What Should You Charge?

 What will it take to get it done?

- time isn't money, it's everything

 What is reasonable?

- project parameters
- client expectations and needs
- your experience and expertise

 What is it worth?

- perceived value to buyer/end user

How Should You Charge?

***Charging by the hour
punishes the proficient
and rewards the inefficient.***

Charging by the Hour

- 50 hours @ \$85 = \$4,250
- 30 hours @\$100 = \$3,000
- 20 hours @ \$125 = \$2,500

Charging by the Project

- Project X @ \$4,250
 - @ 50 hours = \$85/h
 - @ 30 hours = \$141.67
 - @ 20 hours = \$212.50

How Do You Formulate a Project Price?

**TIME + DESIRED RATE
+
PAST EXPERIENCE
+
VALUE
+
PHONE A FRIEND**



Drafting the Proposal

What Should You Include?

- Your proposal is a timeline
 - step by step
 - by whom
- Your proposal is a promise
 - you understand what the job entails
 - you are committed to delivering
- Your proposal is a contract
 - defines responsibilities of all parties
 - protects against creep (and creeps)

Tricks of the Trade

- Itemize revision drafts separate from first drafts
 - and multiple revision drafts separate from one another
- Itemize each deliverable separately
 - avoid payment for the whole from being hung on one delayed or disputed part
- Specify what is not included
 - e.g. out-of-pocket expenses for travel, reference procurement
- Specify a payment schedule

A close-up photograph of a large quantity of pearls. The pearls are densely packed and come in several colors: white, light pink, and a golden or champagne hue. The pearls vary in shape, including round, oval, and teardrop. The lighting is bright, highlighting the lustrous surface of the pearls. The text "Sealing the Deal" is overlaid in the center in a white, sans-serif font with a black outline.

Sealing the Deal

Words of Wisdom

- Promise what you will deliver
- Deliver on what you promise
- On time, on target, on budget
 - First time, every time
- Make your invoice a marketing tool
- Master the art of freelance fee negotiation
 - *Never* negotiate your fee
 - *Always* negotiate the deliverable

Thank you