

## '80%' WIN CHECK – *What story are you telling?*

Use this checklist when you are 80% though to review your document to make sure it does the job you want it to.

This should be done a few days in advance of the deadline so you have time to implement any suggestions

Client:	
Proposal:	
Reviewer:	
Date:	

	Score			Comments
Look Good				
First impressions: impact, neat, consistent, inviting?	-1	0	+1	
Emphasis, easy to use, interesting?	-1	0	+1	
Structured to Persuade				
Cover letter / executive summary / conclusion?	-1	0	+1	
Talk about the client – every section?	-1	0	+1	
Compliance Strength				
Have we addressed the questions?	-1	0	+1	
Is the information clear, obvious & impressive?	-1	0	+1	
Competitive Proposition				
Single, obvious, powerful reason they should want us?	-1	0	+1	
Clear points of advantage throughout?	-1	0	+1	
Persuasive Writing				
Issue – Response – Benefit- Proof structure?	-1	0	+1	
Is it clear, concise, forceful, human?	-1	0	+1	
TOTAL				
	(Min = 7)			

KEY

Weak = -1  
OK = 0  
Strong = +1

Suggestions:	
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Note: this is not a compliance check