

1.0 Executive Summary

INSTRUCTIONS: Summarize your business and the products or services you provide. Take a look at your business plan's executive summary, if you need a reminder of your USP or value proposition.

Type your executive summary here.

2.0 Problem Statement

INSTRUCTIONS: Use this section to very loosely discuss the problem/issue the client is facing. Show the client that you understand their needs and fully grasp the issue they are trying to resolve. Even if you're the one pitching for the business, you still need to show you understand their needs.

Type your problem statement here.

3.0 Proposed Solution

INSTRUCTIONS: Use this section to clearly and concisely summarize your methodology, qualifications, and (if necessary) your schedule and benchmarks. It will be helpful to write this section **AFTER** you have completed the sections below.

Type your proposed solution summary here.

3.1 Methodology

INSTRUCTIONS: Use this section to show your potential client how you intend to tackle their problem. Lay out the steps you intend to follow in order to carry out your plan. Details are important here, as is clear, concise, jargon-free writing. Don't overdo this section; after all, you want your reader to get a very clear sense of your plan.

Type your methodology here.

3.2 Qualifications

INSTRUCTIONS: Brag a little in this section. You're trying to convince the potential client that you're the most qualified person for the job. Mention any relevant education, industry-specific training, certifications, years of experience, or successfully completed projects that relate to what you're offering.