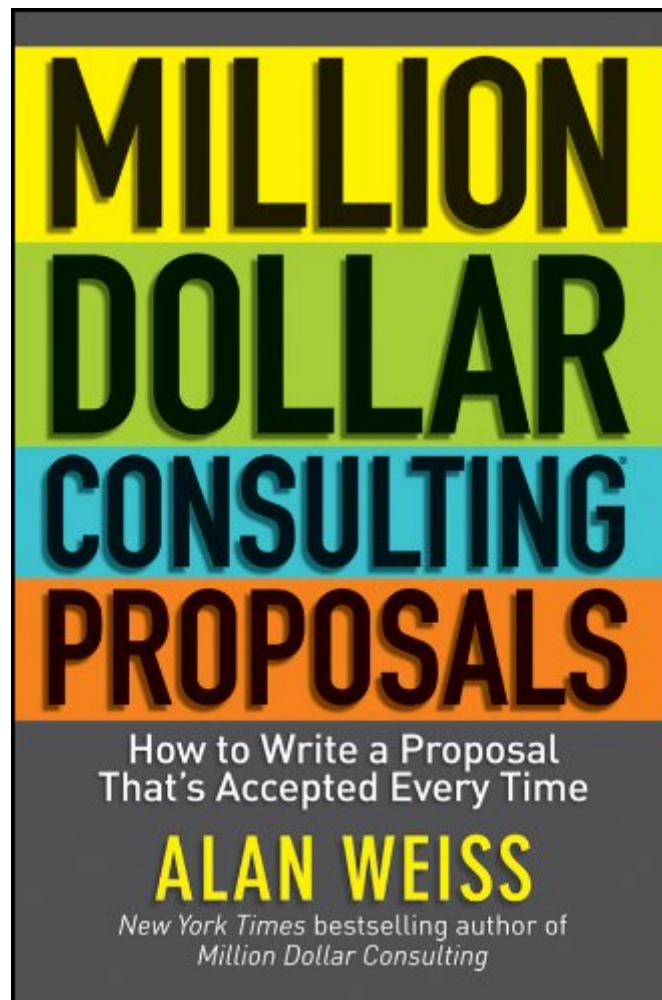




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# Million Dollar Consulting Proposals: How To Write A Proposal That's Accepted Every Time



## Synopsis

Bestselling author of Million Dollar Consulting shares the secrets of writing winning proposals. Intended for consultants, speakers, and other professional services providers, Million Dollar Consulting® Proposals ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, Million Dollar Consulting Proposals delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure. Presents a dozen Golden Rules for presenting proposals. Offers online samples, forms, and templates to maximize the effectiveness of these tools. The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

## Book Information

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## Customer Reviews

This is the new version of Alan's book on proposals. While it is an extremely useful resource (that I keep right on my desk within arms reach at all times and even take it with me when I go on client meetings 'just in case'), it's not as good as the original version of the book. If you can, try to get the older version as I believe it is better worded with more examples and overall more useful content. This new version is slimmed down from that. Even so, I find this book extremely, without a doubt, very very useful. Most of us consultants, freelancers, business owners have our own certain way of writing proposals. That's fine. But if you're not closing 80%+ of your proposals you're doing something wrong. It is thanks to this book (and the original version of this book) that I close almost all my proposals and have a check in hand within a day (or even the same day!). You will get a new way of viewing proposals. And really in a much better light than most of us are used to viewing proposals. In essence, it's all about giving the prospect options they can choose from. Of course that's just a small part of it, and Alan goes into detail on a lot of the finer points. From approaching the prospect, to layout out the proposal, to what's in it, how to structure it, what to put in it and what not to and follow-up. A must have for anyone doing anything remotely related to selling anything. And yes, even if you don't 'sell' directly you will need to sell yourself one day (job interview) and knowing how to write a document this well will be helpful.

This is the new, improved and most notably, much cheaper version of his previous book, *How to Write a Proposal That Gets Accepted Every Time*. The book provides the skeleton of a proposal process that is simple and quick. After implementation, I haven't seen a significant uptick in acceptances. However, I have dramatically cut down on the time it takes me to put one together (from about 3 hours to about 1 hour tops). I also recommend his value priced fees book. It's a good read, but hard to implement in reality.

In *Million Dollar Consulting Proposals* Weiss continues the work outlined in *Million Dollar Consulting* (a bible for solo practitioners). This book provides an in-depth analysis around what constitutes a good consulting proposal. This book is simple to follow and provides an extremely useful framework around writing short, to-the-point proposals that outline the scope of the project, critical success factors, fee options, etc. The truly innovative thing about his outlined proposals is that he purposely avoids all of the legalese that could trap your potential engagement in your client's legal process, but still outlines exactly what is to be done and what each party is responsible for. The book also reviews some of his more important consulting principles such as value-based fees, retainers,

conceptual agreement, identifying the real buyer, money-back guarantees, etc. Definitely required reading if you are a solo practitioner looking to improve your proposal acceptance rate.

These books are basically 2nd tier, in that they take points addressed in decent detail in "Million Dollar Consulting", "The Consulting Bible", and "Getting Started in Consulting", books I have rated as 5 stars and still do, and expand upon them. This expansion seems more to get enough material to write a new book, than to provide a lot more value-added material. I don't view them as a waste of money, because the expanded information provides additional supporting information from the author's viewpoint. But most of us are able to arrive at similar conclusions by thinking about the points in his highly rated books above, rather than gaining any new or major benefits from "fill in the blank" exercises, added tables, charts and experiences. For the beginning consultant, these may fill more of a need than I saw.

Thank you for helping me realize I am way undervaluing my services! When I read the book, I thought no way can I charge more than I do. After writing the first proposal, I realized I am way undervaluing what I do! And, I am going to bid on value, not on \$123/Hr rates. You are correct too about mega big billing machines - All Bills, No Benefits!

Not finished reading yet. It is a really great book for any coaching or consulting business. He teaches you step by step how to close a proposal and the most important idea I took so far is thinking of your service in the term of value versus paid by the hour. I highly recommend! Easy to read and understand.

This is a great book on proposal writing. Want to learn how to bypass the RFP process, read on. Alan presents a strong clear path to build a solid relationship with your prospect so that your proposal is short (simply a summary of the things you've agreed on already) and of high value tied to the actual value you have found for the client.

A very practical business guide that can also serve as a reference resource. It is concisely written and contextually relevant to both entry level and experienced consultants. With precise steps and directions, it makes for easy adoption into business strategies and everyday activities. For me the practicality of dealing exclusively with the 'buyer' is limited in some countries by national procurement requirements. Some of these regulations gives more power to non-buyers for choosing

consultants than is acknowledged in this book. However with little effort the same strategies here can be adapted for most of these issues. At worst the million dollar proposal will become "near million dollar proposals" which is not terribly bad at all.

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