



The Consultant's Guide to Proposal Writing: How to Satisfy Your Client and Double Your Income

Herman Holtz

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From Herman Holtz, America's foremost expert on consulting, here's a complete guide to marketing your consulting services. The Consultant's Guide to Proposal Writing, Second Edition. This updated edition has answers to all the questions that arise during the process of developing a proposal--where to begin, how it should look, what to include, and what to leave out. It emphasizes practical, "how-to" advice on:

- * How to sell to the biggest customer of all, the government (see page 275)
- * How to avoid some common errors in proposals (see page 22)
- * Do you have to be the low bidder? (see page 131 for some surprising answers)
- * How to safeguard your proposal against piracy (see page 113)
- * Why clients want proposals, and what they look for in a proposal (see page 117)
- * How to solve proposal production problems (see page 254)
- * How other consultants devise winning strategies (see page 40)
- * How to copyright your proposal--instantly and at no cost (see page 113)
- * How to develop cost strategies (see page 43), technical strategies (see page 118), presentation strategies (see page 186), and competitor strategies (see page 193)
- * How to find the keys to creativity (see page 138)
- * How to solve the problem of page-limited proposals (see page 257)
- * How to produce graphics at virtually no cost (see page 211)
- * How to make the bid/no-bid analysis and decision (see page 90)

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