



Written Reports and Winning Proposals

Communicate the information your audience wants to read

THE PATH TO WRITTEN REPORTS and winning proposals flows through your audience. In fact, it's all about your audience. Consider these five phases:

- ◆ Identify who they are.
- ◆ Discover what they want—their goals.
- ◆ Discern how you meet those goals.
- ◆ Craft your persuasive messages.
- ◆ And finally, deliver on their terms.

Proposals and reports are the two main methods organizations use to communicate what they do, and how they do it better than anyone else. Too often, for whatever reason, the focus is on the organization, not the audience. You already know what sets you apart. The key to written reports and winning proposals is to communicate that difference to your audience.

SOLARI'S SERVICES FOR CREATING PROPOSALS AND REPORTS

We offer these services for creating reports that communicate clearly and proposals that win:

- ◆ **Project Planning.** Scheduling realistic milestones and deadlines that everyone can attain.
- ◆ **Project Management.** Controlling a project's progress to retain control and attain success.
- ◆ **Facilitation.** Enabling a discourse that creates more robust and intriguing content.
- ◆ **Marketing.** Clarifying your key messages, ensuring your audience grasps their significance.

- ◆ **Document Control.** Taking charge of a centralized document to better manage editing cycles.
- ◆ **Writing.** Crafting simple, clear language to convey the intended message, for both new text and executive summary information.
- ◆ **Editing.** Ensuring clear, consistent, concise, complete, correct communication.
- ◆ **Document Design.** Creating a look and feel that enhances your messages and improves your chances of success.

EXAMPLES OF PROPOSALS AND REPORTS INCLUDE:

- ◆ Integrated Resource Plans (IRPs)
- ◆ Responses to Requests for Proposals (RFPs)
- ◆ Reports to regulatory agencies
- ◆ Reports to Boards of Directors
- ◆ Business proposals
- ◆ Permitting proposals and reports
- ◆ White papers
- ◆ Annual reports