

Content Planning Worksheet

Use this tool to develop and review content for each proposal section before drafting the text. When used correctly, it can improve the quality and efficiency of the writing process.

Task Information (Proposal Writer)

Proposal		Author	
Section Heading		Target Page Count	

Section Requirements (Proposal Writer)

RFP Paragraph	Compliance Requirement

Section Outline (Proposal Writer)

Subsection Number	Subsection Heading

Strategy Considerations (Proposal Writer)

Broad Section Value Statement
Relevant Proposal Win Themes

Solution (Subject Matter Expert)

Prospect Hot Buttons/Issues			
Approach to Address Issues and Meet Requirements			
Features and Benefits of Solution			
<i>Features</i>	<i>Benefits</i>	<i>Prospect Cares?</i>	<i>Unique?</i>
Proof: Relevant Experience and Past Performance			

Key Messages (Subject Matter Expert)

Section Value Statement (one sentence)	
Possible Graphics	
<i>Description/Graphic Type</i>	<i>Caption</i>