

Mindwalk Business Coaching

This client is a fictitious business coaching company that works with design firms. The assignment was to write a product description for one of their coaching services. This will be the webpage that visitors will click to in order to find out more, so it needs to be persuasive and clear.

End the Struggle and Win the Proposal

Do you love writing proposals? No? Didn't think so. Most designers don't. It's not very sexy. But it *is* necessary if you want someone to pay you to do the sexy part — *designing*.

MindWalk's coaching program ***Pump Up Your Proposals*** shows you how to create your proposals more:

- Quickly
- Accurately
- Persuasively

Our half-day coaching program will help you take the guess work out of writing winning proposals. Yep, only half a day. We want to save you time, not waste it.

"I couldn't believe how quickly my coach found my issues and helped me develop an easy-to-follow template. Now I can create a winning proposal in no time."
~ Josh Cline, Cline Design

In fact, MindWalk clients, on average, report an increase in their proposal "win rate" of 32% as a result of the coaching.

Pump Up Your Proposals Coaching Program comes right to you, with our face-to-face coaching method proven to get better results than online courses.

Here's what that looks like:

Hi Cindy,

- Great headline!
- Powerful opening. It gains and holds the reader's attention.
- I like how you use the testimonial to establish immediate credibility.
- Good, clear description of the program.
- Nice job of pulling out the benefits from the features.
- Strong, motivating call-to-action at the end.

Cindy, this is great!

Steve Slaunwhite, B2B Instructor

Your coach will do **a deep dive** into your past proposals, analyzing areas for improvement and reviewing what can be done to increase your chances that future proposals are winners.

Together we will develop a **customized proposal template and checklist** allowing you to create winning proposals, faster and easier than ever, going forward.

As an **added bonus**, your Mindwalk Coach will review your next proposal (any time in the next six months) before you send it out. **We want you to win!**

“Since our coaching session, we’ve not only seen a huge time savings in creating proposals, we’ve been getting a much better response rate. Thanks Mindwalk!” ~ The team at DesignPros, Detroit.

All you need to do:

Make that one simple phone call, or email us **today** to schedule your **complimentary 30 minute coaching session** by phone to learn if **Pump Up Your Proposals** is right for you.

Nothing to lose here — except frustration.

Phone: xxx-xxx-xxxx

Email: PumpUp@Mindwalk.com