



Million Dollar Consulting Proposals: How to Write a Proposal That's Accepted Every Time

Alan Weiss

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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(R) 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 unprecedeted success, and it all starts with a million dollar proposal.

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Devorah Royal says

Very good book for anyone that has any proposal type of work to do. A lot of good concise information useful info and guidance. Especially the first half of the book. Recommended.

Curtismchale says

Good book if you want to learn about writing consulting proposals. A bunch of it is applicable to writing proposals for developers/designers but may only be truly useful if you're writing proposals of at least 15k (as the low option). Under that it gets hard to differentiate your options.

Chris Munson says

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.

Jeni says

The book was fine, but it wasn't what I was looking for. This book is all about consulting with a little about proposals, when what I wanted to learn about was proposals. The RFP chapter, which I thought would be relevant to my work, ended up being all about how they suck as they are usually poorly written by people who are pretty low level and you should avoid them, which I already knew.

David Mansaray says

Great. If you need to write proposals then this book is for you. I will refer back to it often. I didn't give it five stars because I think it was a little repetitive and it could have been much shorter.

Mark Melendez says

A must for anyone who writes their own contracts.

Peyton Stafford says

This book clarified my thinking about exactly what a proposal is. The author describes it as a brief, written summary of an agreement that a consultant and a buyer have already reached. It does not include a resume, a team description, references or other material that would have already been provided, if appropriate. It also helped me understand that giving a proposal to a non-buyer, i.e., to a HR person, a secretary, an information-gatherer, is futile.

I highly recommend this for anyone who does work based on value added to a customer or client, rather than on an hourly or deliverables basis.

Alejandro I Sanoja says

Another great book by Alan Weiss. If you are a solo-consultant, or a professional selling services, you MUST check this book to take your proposals to the next level.

Even experienced consultants will get a lot of value from the books because of how detailed the book is.

Some of my highlights:

"The client is best served by a fast improvement or resolution, not a slow one. But time-based billing rewards sloth and lethargy. Billing by the hour or day is intrinsically unethical."

"This proposal is intended solely for Name Here, position here and company here, and is for the exclusive purpose of creating a partnership between their company and your company for the project described herein. It may not be distributed or shared with others without our approval."

"It is unfair for you to market my abilities and approaches, and I can't allow you to be in such an awkward position."

Mohammed Almahfoudh says

A great read if you are based in North America or west Europe . However, it is outdated in some sense on emphasizing paper-base communication. If you are starting or running a human resources consulting and or services practice it is not tailored for you though it is helpful in establishing client relationship and conceptual agreements. It is good for sole-consulting or individual freelancers.

Jamie Lawrence says

Taken it with a little pinch of salt, this book lays out a solid approach for creating consulting proposals. You'll need to translate the methods into your own circumstances (you probably aren't billing 100k projects yet) and Alan's trademark aggressive stance won't suit everyone. Alan's background is in management consulting so again you'll need to think about how to structure your engagements.

Those quibbles aside, I like the approach of gaining a trusted relationship first, agreeing in principle on the project, and only then creating a proposal to formalise and clarify the existing agreements. The intentional lack of legal boilerplate is also refreshing.

Mohamed ElMeligy says

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Andrea James says

It is a concise book with clear examples of the essentials of a proposal - not just writing one but when not to write a proposal and how to follow up as well.
