

**Proposal for Editorial Services Required to**

**Develop the APMP Body of Knowledge**

**[Company Name]**

**February 20, 2014**

*This reactive proposal template is illustrative only. As discussed in Writing Business Bids and Proposals, customers often specify the desired format and structure for tenders and requests for proposals. When customers specify instructions, you must follow them. When they do not specify instructions follow the structure and format of their original RFP.*

Section 1

Requirement

Provide an Executive Summary that describes, in no more than 1,000 words, why the organization should be chosen by APMP to carry out this work.

Response

# Executive Summary

APMP requires a vendor to create a Body of Knowledge (BOK)—a collection of industrywide best practices in proposal management. This document will become a gold-standard reference for proposal professionals worldwide, as well as a teaching tool for the APMP Foundation Certification Program. The finished BOK must convey complex information clearly. And the process of creating the BOK must run smoothly.

[Company] is uniquely qualified to perform this work for APMP. Here’s why.

Creating large, complex publications is our core business

We are accustomed to researching, writing, revising, and designing large and complex documents. These documents often involve big teams, burly timelines, and many moving parts. We pride ourselves on keeping these projects carefully organized and managing them with good humor. For example, we create:

* + *Impressions*, a 60-page biannual magazine produced for a non-profit association in Ohio. *Impressions* is published by a [Company] team made up of a managing editor, several writers, a designer, and a proofreader.
  + *Kelly Spirit*, a 20-page quarterly magazine produced for a major construction firm in Kentucky. *Kelly Spirit* is created by a [Company] managing editor and three company writers.

You can find these and other samples of our work in Attachment A.

## We know how to convey complex topics clearly

At [Company], we specialize in taking complex material and explaining it clearly and powerfully. This is true whether we’re writing about IT, healthcare, engineering—or proposal best practices.

In fact, [Company] President [Name] is a recognized expert on creating clear, readable content, and she speaks regularly on this topic. And [Company]’s writing has been recognized over the years with numerous industry awards (see Section 7).

We’re more than just a strong editorial team

We’re a strong editorial team with extensive experience in the proposal world. Each person we propose for this effort has been involved in the proposal world for years. This means that we bring significant domain expertise in addition to our editorial and management capabilities.

We understand how proposals function, why they’re important, and just how much preparation goes in to winning a bid. We recognize the importance of capturing industry leaders’ collected wisdom in a comprehensive BOK.

Section 2

(6-page limit, exclusive of CVs)

Requirement

1. Describe the methodology and tools that will be used to create a clear, easy-to-read, and user-friendly APMP BOK. Provide information regarding your competencies to perform content creation, editorial, and management activities in accordance with Appendix A, APMP BOK Statement of Work.

Response

To complete the BOK’s six activities from Appendix A, [COMPANY]’s editorial team complies fully by using the following software tools:

* + During Activities 1 and 2, we propose delivering the outlines, specifications, and key practice areas by e-mail as a MS Word document (for the outline) and/or a PDF.
  + For Activity 3, the [COMPANY] team proposes working in Microsoft Suite (Word, Excel, PowerPoint, and Visio). This way, we can accept submissions in open-access software that can be used in Microsoft Suite. We also can accept graphics as .jpg, .tif, .gif, and other common formats and provide editorial comments in a PDF using Adobe Acrobat.
  + For the Activity 4, 5, and 6 workflow, we will write and edit text in Microsoft Word with track changes. We assume that any graphics will remain in the same file format throughout all activities, unless they require editorial markup. If graphics require changes, we will incorporate the graphic into the Word file and use the comment feature or, if necessary, save the graphic as a PDF and use the Acrobat markup feature. The proposed [COMPANY] team followed a similar workflow in the production of the National Science Foundation’s Science and Engineering Indicators 2014 (please see Section 2.12 for the URL to the document).

All files will be saved on an [COMPANY] server in a dedicated folder for the APMP BOK, with section subfolders and appropriate file naming conventions to ensure version-control.

During the editorial process, we will communicate with APMP staff, Blue-Ribbon Panel members, and Practitioner Experts through e-mail, phone, conference calls, and Skype.

The result: a clear, easy-to-read, and user-friendly body of knowledge that will set a new standard for professional association content.

Requirement

1. Describe how the typical BOK section outline and information-gathering specification will be developed in cooperation with APMP staff.

Response

**Restatement** (Restate the customer’s question in your own words and indicate whether you comply, do not comply, or partially comply. You can enhance your response with a brief value proposition, starting with the preposition “by.”)

**Brief Answer** (In a sentence or two, describe your solution to the problem or tell how you’ll fulfill the need. Make this the kernel of your response; if evaluators have only ten seconds to review each answer, make sure they know that you comply and that your response supports one of your proposal themes (or your overall proposal strategy.)

**Long Answer** (For complex questions, use this element to elaborate on, illustrate, and explain your brief response. Add whatever is necessary to fully define what your solution element does and how it works within the customer’s environment.)

**Payoff Statement** (Give the evaluators a key takeaway for this response. Express how this element addresses a hot button, helps support other requirements, supports a win theme, or brings a significant benefit to the customer.)

Requirement

1. Provide a plan for assuring a diverse industry viewpoint, specifying how the wide range of geographic settings; commercial, government, and not-for-profit entities; as well as large and small companies will be accommodated.

Response

Restatement

Brief Answer

(Long Answer)

Payoff Statement

Requirement

1. Identify the specific personnel who will be involved in the project, summarize their experience relative to content creation and editing from client specifications, and provide brief CVs showing their relevant editorial experience.

Response

Restatement

Brief Answer

(Long Answer)

Payoff Statement

Requirement

1. Provide an assurance that the named personnel have sufficient time, within the project timeline and within normal working hours (US EST), to carry out the relevant activity.

Response

Restatement

Brief Answer

(Long Answer)

Payoff Statement

Requirement

1. Provide a schedule for the six activities identified in the Statement of Work that shows how the project will be completed no later than November 30, 2014. Formal project reviews should be planned as a transition between the six activities.

Response

Restatement

Brief Answer

(Long Answer)

Payoff Statement

Requirement

1. Provide summary descriptions and client references for three to five projects where you have performed work of similar approach and complexity for other organizations. Provide access to completed projects of this level of complexity for our review. Also include industry awards and recognition your organization has received.

Section 3

Requirement

The fee for performing the editorial services associated with this RFP is $50,000 USD.

Response

[Company] complies with your terms and offers to perform the editorial services associated with this RFP for the lump sum fee of $50,000 US. We will bill additional work outside of this scope or due to change orders at $75.00 / hour.

We will mail monthly invoices to APMP offices, identifying each resource, hours spent and cost associated with work performed. This way, you will have a line item bill that will help you control cost and ensure accountability.