

Action	Done?
1 Don't write anything until you've agreed the bid strategy. First things first, decide how you'll win the pitch. Be clear about your proposition & what it delivers to the client.	
2 Scope. Find out from the client what will be most important to them when they make their decision & what the successful firm will need to demonstrate to win the work.	
3 Use the firm's tone of voice. Make sure you know how you should position the firm, what language you should use & what language you shouldn't use.	
4 Take out the clichés. Read the whole pitch, replacing or removing any clichés. If another firm could say exactly the same thing as you've written, find a better message.	
5 Shorten it... Actively read every sentence. Does it add to or convey your chosen message? If not, take it out.	
6 ... and make it easy for the reader. Set yourself limits - number of words in a sentence (21) or lines in a paragraph (four). Edit your document to stick to your limits.	
7 Remember your IDEA. Check every question against the IDEA model. Mark I(mpact), D(elivery), E(vidence) and A(necdotes) in the margin. Confirm each answer has all four.	
8 Use case studies properly. Take out any experience padding. Read each example to check it show that your chosen delivery method delivers the desired impact. If it doesn't, take it out.	
9 Tailor CVs. Check each CV carefully. Does it clearly state the person's role and show evidence of performing a similar role before? If not, amend it. If you can't amend it, take them out.	
10 Be clear with financials. Did your pricing change halfway through the process? If so, check it still supports your strategy. Have you fudged any pricing or assumptions? Clarify everything.	
11 Make sure your value adds actually add value. State your client's perception of value in one sentence - do your offerings meet it? If you win, can you actually do what you've said?	
12 Pick referees carefully. Are your chosen referees relevant? Have they had a similar experience to the client to whom you're bidding? If not, find one who has.	
13 Get feedback. Get agreement now from the team about how feedback will be obtained - and stick to the plan.	