

Writing is Easy

Writing is Easy



YOUR CONTENT.
OUR EXPERTISE.
YOUR WINNING
RESULTS.

- ✓ Compliant
- ✓ Value focused
- ✓ Customer first
- ✓ Easy to review
- ✓ Memorable
- 🏆 Winning Proposals

Sounds easy, right?
It is for us.

Over \$10 billion in recent aerospace, defense, IT & cybersecurity, occupational health, rehabilitation therapy, international support services, and construction proposals supported, including IDIQs, task orders & modifications, sources sought, and direct awards.

Federal agencies

successes include:

Dept. of Defense (US Army & Navy, ARNG, MDA, NAVAIR, NAVFAC & NSWC)
Dept. of State
Dept. of Homeland Security
Dept. of Health & Human Services
Dept. of Interior
Veterans Affairs
NASA (Jet Proposal Laboratory)
Census Bureau
Centers for Disease Control
Dept. of Agriculture
US Geological Survey

About us.



Our founder and CEO, Juliet Fletcher, has over 35 years of successful strategic communications, copywriting, marketing, and proposal development experience, consistently winning in the local, state, federal, and commercial marketplaces.

As industry and procurement agnostics, we focus on the bid requirements, presenting you and your solution in the best light, positioning you for the win.

A respected contributor to the industry knowledge base, she pulls back the curtain in her training sessions, demystifying the art of good, effective, and persuasive communication, using practical methods delivered in plain language. Her storytelling sessions take your ordinary value proposition and turns it into a story of success for your customers, helping them visualize their end state and achievements with your solution.

Writing is Easy is a team of proposal industry experts, standing ready to support you and help you win.





What We Do.

Demystify the proposal process, preparing and supporting you for all types of bids and varying proposal timelines.

WRITING TO WIN TRAINING



Shift your focus to the reader, write persuasively, more clearly, and with confidence by learning how to:

- Write compelling persuasive content
- Write for the customer, focusing on their end state with your solution and emphasizing the value and benefit you deliver
- Improve internal and external communications

Move beyond the blank page to write without fear, edit without mercy, and fearlessly hit "send"!

VALUE STORYTELLING WORKSHOP



Craft the story of your customer's journey, achieving their goals and desires with you.

In a series of collaborative sessions, we explore with you and your team:

- Your customers' pain points and desired end states
- How you deliver their end state and meet their needs
- Stories of your successes, as proof of your ability to deliver
- How to make your customer the focus and beneficiary of your story

Walk away with meaningful value propositions, customer win themes, and a new perspective focused on why **YOU + THEM = a WIN for THEM**

FOUNDATIONS OF WINNING



Includes the above series of collaborative sessions, **PLUS** these foundational products for efficiently and repeatedly executing for the WIN!

- **Customized proposal template** – Using your visual branding, we design a template with a stylized cover, essential formatting, and graphics for professional, polished responses.
- **Standardized proposal response content** – Together, we refine and vet your existing content, based on your typical response requirements and in your customized style template, accelerating proposal development, while elevating your response and positioning you for the win.
- **Capabilities statements and briefs** – Stand out from your competition, with a fresh design and crisp copy, targeting your customers' needs and conveying your value.
- **Copywriting** – Zeroing in on the benefit and value your customers receive in concise, clear messaging (website, blogs, marketing materials/displays, taglines, etc.).

These are all available as separate services.

PROPOSAL SUPPORT SERVICES



We meet you where you are and take you where you want to go, with essential tools, expertise, and services.

Integrating seamlessly with your team, we build compliant, value-focused, customer-first, easy to review, memorable, **winning proposals**. Our services include:

- Proposal Writing
- Proposal Management
- Graphics
- Desktop Publishing

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