

WRITING WINNING PROPOSALS

Description

Successful proposals are the lifeblood of many organizations; if they're ineffective, don't persuade the reader, or fail to meet readers' needs, your organization may not win the project. The client should be convinced that your team's approach is the best for their project, yet many businesses lack the expertise to write successful proposals and fail provide reasons, besides price, to select you as the contractor.



What You Will Learn

In this class you will:

- Discuss the role of persuasion in writing
- Analyze audience and purpose
- Create useful writing strategies
- Describe methods of effective language use
- Apply effective writing strategies to proposals
- Review proposal layouts and formats
- Learn how to write powerful executive letters/summaries
- Apply various proofreading/editing strategies



How You Will Benefit:

1. Upon completion of this program, participants will have tools and strategies to think more critically about their writing.
2. Participants will have a better understanding of their reader and what their client values.
3. Using strategies learned in the class, participants will be able to write more persuasively and use more effective language.
4. Useful editing and proofreading skills will be learned.
5. Participants will be able to write proposals that lead the audience to take a desired action.

Date: Tuesday, March 12, 2019

Time: 7:30 am - 3:30 pm

Tuition: \$275

Location: MCAWW Training Center,
1100 Olive Way, Suite 1250, Seattle

Tuition includes class materials and breakfast; lunch on your own

Writing Winning Proposals

Course #501-19

REGISTRATION FORM

Name: _____

Firm: _____

Title: _____

Cell: _____

Email: _____

Years in Industry: _____

Dietary restrictions? _____

Supervisor: _____

Check here if you require special accommodations under the American with Disabilities Act.

Check here to opt in to the MCAWW E-newsletter and stay current on all upcoming classes and events.

All students will need to bring a laptop to class.

HOW TO REGISTER:

Email completed registration form to:
tbutler@mcaww.net

OR mail to:

MCA of Western Washington,
1100 Olive Way, Suite 1250,
Seattle, WA 98101

Your firm will be invoiced for payment. Payment not due until registration is confirmed.

Registration Deadline: Feb. 15, 2019

*Class limited to 15 participants
(number of attendees per firm may be limited)*

MCA of Western Washington occasionally videotapes, records or photographs events for the purpose of responsibly promoting the association and/or attendance at future events. By registering for this event you agree to allow us to use your name and likeness for such purposes.

Who Should Attend?

This workshop will benefit anyone involved in the proposal writing process, whether new to the process or a seasoned veteran looking to improve their skills.

About Hurley Write, Inc:

Hurley Write, Inc. was built on a simple principle: that all professionals need to know how to write—and that they can learn.

At Hurley Write, we have been helping organizations, both public and private, write successful, persuasive proposals. We teach your team how to target readers; write a readable, persuasive proposal; and use language effectively, while showing readers the benefit of your solution.

When writers understand how readers read, they'll spend less time writing but write more targeted, reader-friendly documents (resulting in saved time and money!). We've been teaching these strategies for over 25 years and they work!



MCAWW Board of Education:

Maria Boyer (Chair),
MacDonald-Miller Facility Solutions
Stephen Hengl (Vice-Chair),
Hermanson Company
Jay Danner, *Hermanson Company*
Sheri Keeley, *McKinstry Co.*
Rory Olson, *MacDonald-Miller Facility Solutions*
Kelly Peterson, *Holmberg Mechanical*
Steve Russo, *University Mechanical Contractors, Inc.*
Ty Baldi, *Ferguson Enterprises*
Leah Gutmann, *First Forward Consulting*

MCA of Western Washington
is proud to sponsor ongoing
educational programs and seminars
for the benefit of our members:

Project Manager Certification:

CMPM 1
CMPM 2
CMPM 3

Technical Training Series:

Intro to HVAC
HVAC Engineering
Plunging into Plumbing
The Last 10%

Additional Programs:

Mechanical Contracting Leadership (MCL)
Mechanical Service Professional (MSP)
Foreman Training Programs

Sample of Recent, Specialized Seminars:

Introduction to Hydronic Piping
Fierce Conversations
Business Writing
MCCM
Dominate Your Day with MS Outlook
Performing a Commercial Water Audit
...And many more!

For more information, please contact
Tamara Butler, Director of Education at
(206) 442-9029,
or via email at tbutler@mcaww.net

MCAWW Board of Education Mission:

Providing MCAWW Members innovative,
meaningful learning opportunities

Knowledge ~ Growth ~ Respect



Mechanical Contractors Association
WESTERN WASHINGTON

MCA of Western Washington
1100 Olive Way, Suite 1250, Seattle, WA
Tel. (206) 442-9029 ~ Fax (206) 442-9364
www.mcaww.net



Writing Winning Proposals

A Hurley Write, Inc. workshop
brought to you by MCAWW

Course #501-19

Tuesday, March 12, 2019
7:30 am - 3:30 pm

Sponsored by



Mechanical Contractors Association
WESTERN WASHINGTON