



Onsite Workshops



Virtual Workshops



Online Courses



If you thought marriage proposals were a high-stakes game, wait until you read a *poorly written business proposal!*

**A lot is riding on this type of document** (for better or for worse) because proposals can make or break business deals, determine funding, and more.

If your team is struggling to write professional, compelling, and persuasive proposals, it's time to enroll them in Hurley Write's **"Writing Winning Proposals"** workshop.

This workshop teaches writers how to romance their audience, use language effectively, and write a proposal that's actually, well, readable.

And when the proposal is successful? Congratulations – you've officially entered the honeymoon phase.

## Typical Topics:

- *Getting started: focusing on the decision-maker*
- *Focusing on the pain points and solution*
- *Using language to get reader buy-in*
- *Formatting to engage*
- *Formatting for greatest impact*
- *Using visuals to augment*

**Learn More:**

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