

Capabilities Deck Builder

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a reusable capabilities/credentials deck — who you are, services, process, case studies and clients — to send ahead of or during new-business talks. Use it as your standard intro. For a prospect-specific pitch use the New-Business Pitch Deck.

Purpose of this tool & output

Create a strong agency credentials deck

How the output is used

Use it to create a strong agency credentials deck — a reusable capabilities deck that builds trust before the pitch.

Important cautions

Use only results you can substantiate.

Companion documents

- New-Business Pitch Deck
- Agency Proposal Writer
- RFP Response Builder
- Case Study Writer
- Cold Outreach Sequence
- Client Discovery Questionnaire

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.