

Agency Proposal Writer

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

Writes a structured agency proposal — understanding, approach, scope, deliverables, timeline, team and investment — ready to send to a prospect. Use it to respond to an enquiry. For a formal RFP use the RFP Response Builder; for the contract use the Master Services Agreement.

Purpose of this tool & output

Write a clear, winning proposal for a prospect

How the output is used

Use it to write a clear, winning proposal for a prospect — scope, approach, timeline and price that get a yes.

Important cautions

Confirm scope and fee before sending.

Companion documents

- New-Business Pitch Deck
- RFP Response Builder
- Capabilities Deck 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.