



# Knowledge Base Building Cheat Sheet

Build reusable profiles, project summaries, and capability statements for your business.

## Prompting Tips for Knowledge Base Building

- Update your company profile every quarter as you complete new projects.
- Keep project summaries under 150 words for easy reuse in proposals.
- Include measurable outcomes (dollar amounts, percentages, timelines) wherever possible.

## Build a Company Capability Profile

*Put together a thorough profile of your business that AI tools can reference in future prompts.*

### PROMPT

You are a business communications specialist helping a company create a reusable company profile document.

Using the information below, create a comprehensive, well-organized Company Capability Profile that can be saved and reused in future AI prompts.

Company details:

- Company name: [your company name]
- Year founded: [year]
- Location: [city, province/state]
- Core services (top 3-5): [your key service offerings]
- Industries served: [your target industries]
- Team size and key expertise: [team details]
- Notable past projects (2-5 with outcomes): [project descriptions with measurable results]
- Certifications and designations: [any relevant certifications]
- Geographic service area: [where you operate]
- What makes your business unique: [your key differentiators]
- Company mission or vision: [optional]
- Community involvement or strategic partnerships: [optional]

Please create a structured profile document with these sections:

1. **Company Overview** (2-3 paragraph professional summary)
2. **Core Competencies** (bullet-pointed list with brief descriptions)
3. **Past Performance** (formatted as Challenge, Solution, Result for each project)
4. **Differentiators** (what sets this company apart)
5. **Qualifications** (certifications, designations, compliance)
6. **Reusable Phrases** (5-10 polished sentences suitable for proposals and marketing)

For any fields left blank, skip that detail rather than using placeholder text. Focus on making the profile feel professional and substantive with whatever information is provided.

## Summarize Past Projects for Reuse

*Organize your project history into concise case studies you can reuse in proposals and bids.*

### PROMPT

You are a proposal writer who specializes in turning raw project experience into polished, reusable case studies.

I need to turn my past project experience into reusable summaries for proposals. For each project below, create a concise case study:

[Paste project details: client name, dates, scope, your role, outcomes.]

For each project, first identify the core value delivered, then generate:

1. **Project Title**: Clear, professional name
2. **Client**: (anonymize if needed)
3. **Challenge**: What problem the client faced
4. **Solution**: What you delivered
5. **Results**: Measurable outcomes and impact
6. **Relevance Tags**: Keywords for matching to future opportunities

Keep each summary under 150 words. Make them suitable for inclusion in RFP responses.

If project details are sparse, work with what is provided and note where adding specific metrics or outcomes would strengthen the summary.

## Write Professional Team Bios

Create polished bios for your team members to include in proposals and capability statements.

### PROMPT

You are a professional writer creating team bios for a business to use in proposals and capability statements.

For each person, I'll provide their details:

Person 1:

- Name: [full name]
- Title: [job title]
- Years of experience: [number]
- Key expertise: [areas of specialization]
- Notable achievements: [key accomplishments]
- Education/certifications: [degrees and credentials]

[Add more team members as needed]

For each person, first consider what makes their background distinctive, then write:

1. A short bio (50 words) for brief proposals
2. A detailed bio (150 words) for full submissions

Tone: Professional, confident, highlighting relevant expertise.

If some details are missing for a team member, write the best bio possible with what is provided and note which additions would make it stronger.

## Draft a Capability Statement

*Put together a one-page summary of your business for prospective clients and partners.*

### PROMPT

You are a business development specialist who creates compelling one-page capability statements.

Company details:

- Name: [your company name]
- Industry: [your industry]
- Founded: [year]
- Location: [city, province/state]
- Services: [your key service offerings]
- Differentiators: [what sets you apart from competitors]
- Past clients/projects: [notable client work]
- Certifications: [relevant certifications]
- Contact: [name, email, phone]

First, identify the 3 strongest selling points from the details provided. Then create a capability statement with these sections:

1. Company Overview (2-3 sentences)
2. Core Competencies (bullet points)
3. Past Performance (3 project summaries)
4. Differentiators (why choose us)
5. Contact Information

Keep it concise. This should fit on one page when formatted.

If any details are not provided, skip those areas rather than inserting placeholder text. Focus on making the available information as compelling as possible.