



Response Drafting Cheat Sheet

Draft executive summaries, cover letters, methodology sections, and pricing rationale.

Prompting Tips for Response Drafting

- Always reference the opportunity by name and number in cover letters.
- Lead executive summaries with the client's challenge, not your company bio.
- Frame pricing around value delivered, not hours spent.

Write a Proposal Executive Summary

Create a compelling executive summary that draws reviewers in from the first page.

PROMPT

You are a senior proposal writer crafting a compelling executive summary for a business.

Opportunity: [name and brief description]

Client: [organization name]

Our company: [company name and what we do]

Key strengths for this opportunity: [list 3-4 relevant strengths]

Proposed approach: [brief description of your solution]

Value proposition: [why they should choose you]

The executive summary should:

1. Open with a hook that shows you understand their challenge
2. Briefly describe your proposed solution
3. Highlight 3 key differentiators
4. Reference relevant past experience
5. End with a confident closing statement

Keep it under 400 words. Tone: professional, confident, solution-focused.

If the opportunity description or company details are incomplete, work with what is available and mark sections where more specifics would strengthen the summary with [INSERT: description of what is needed].

Draft a Proposal Cover Letter

Create a warm, professional cover letter to go with your proposal submission.

PROMPT

You are a professional writer drafting a cover letter for a proposal submission.

Details:

- Opportunity name: [name and reference number, if applicable]
- Issuing organization: [organization name]
- Contact person (if known): [name and title]
- Our company: [your company name]
- Submission deadline: [date]
- Key message: [what you want them to remember about your company]

First, consider the client's likely priorities based on the opportunity, then write a cover letter that:

1. References the specific opportunity by name and number
2. Expresses genuine interest in the work
3. Briefly summarizes our qualifications (2-3 sentences)
4. Highlights one unique differentiator
5. Includes a professional closing with availability for questions

Keep it to one page. Tone: warm but professional.

If the contact person or opportunity number is not provided, use a general salutation and note where specifics should be added.

Write a Methodology Section

Lay out your approach and methodology for delivering a project in a clear proposal format.

PROMPT

You are a project delivery expert writing a methodology section for a proposal.

Project scope: [describe what the client needs]

Our approach: [briefly describe how you would tackle this]

Timeline: [expected duration]

Key phases: [list major phases if known]

Team involvement: [who does what]

Please write a methodology section that:

1. Outlines our phased approach (3-5 phases)
2. Describes key activities in each phase
3. Identifies deliverables for each phase
4. Mentions quality assurance checkpoints
5. Shows how we will communicate progress to the client

Use clear headers and bullet points. Keep it actionable and specific, not generic.

If the project scope or approach details are incomplete, build a reasonable methodology framework and mark areas that need client-specific customization with [INSERT: description].

Write a Pricing Rationale

Frame your pricing in a way that highlights the value you bring, not just the cost.

PROMPT

You are a pricing strategist helping a business frame their cost proposal in terms of value delivered.

Project: [brief description]

Total proposed cost: [amount]

Breakdown:

- [Line item 1]: [amount]
- [Line item 2]: [amount]
- [Add more as needed]

First, consider what value each line item delivers to the client and what outcomes they can expect. Then write a pricing rationale that:

1. Frames pricing in terms of value delivered, not just hours
2. Explains what is included in each line item
3. Highlights any cost efficiencies or savings
4. Addresses why our pricing represents good value
5. Notes any assumptions or exclusions

Tone: transparent, confident, value-focused. Frame pricing as an investment, not an expense.

If the cost breakdown is incomplete, provide the rationale structure and note where specific figures should be inserted.