

THE RFP TRANSFORMATION

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TAKE YOUR VIRTUAL ASSISTANT PROPOSAL FROM BLAH TO BLING

Janine Gregor

**HERE ARE
YOUR 10 Free
RFP TIPS**



A sampling of *Janine's RFP Tips*

1 When responding to an RFP where the client is requesting software you may not be familiar with, consider letting the client know that while you do not have the knowledge, you are willing to learn on your own. *Use your good judgment. You never want to tell a client you have experience with software when you do not.* Some software use requires advanced technical training and experience, which clients will expect you to know. However, for some less technical software programs, *consider offering the service on the stipulation that you will self-teach in a reasonable, specified period of time.* Consider stating this intention IF the client shows an interest in you and your main skills and only when you can apply most of your experience to the RFP specifications. A willingness to learn a new skill can show a client your enthusiasm for partnering with them and that you are prepared to use your own time to advance your own education.

2 If you are available for specific opportunities as opposed to long-term projects or services, do not discredit "one-off" RFPs submitted by potential clients, where only one or two services are requested. Often these positions lead to more permanent VA opportunities and possibly additional client referrals.

3 The more active you are on sites which offer RFPs, the more likely you will be to receive referrals from colleagues who can bring RFPs to your attention that match your qualifications. Participation on VA-centered sites allows other VAs to be aware of each other's strengths. Many VAs are often thankful for assistance on forums and will reciprocate by sharing your expertise with others often leading to additional client referrals.

4 RFPs which itemize a huge list of service requests should not be entirely discounted. Often a potential client who has not worked with a VA does not understand that:

- 1) VAs have specialties and often cannot 'do it all'
- 2) It is not uncommon to work with more than one VA to capitalize on those specialties.

I suggest that if the RFP appeals to the VA and he/she can offer most of the services, but not all, a proposal should still be submitted to the potential client. That proposal can include the offer to create a team for the potential client to meet all of the client's RFP needs. The VA can offer to lead that team during the client consultation call. (Discussed further in *Chapter 8, Preparing for the Consultation.*)

5 If you are a new VA and do not have a website just yet, open and render a Facebook business page. Reference that link to your social media in your proposal. I would also recommend that you do try to work on creating a website even if it is a free website such as Wix <http://bit.ly/WixFreeSite> or Weebly <http://bit.ly/WeeblySiteCreator> with a little information about your accomplishments, the work you do, your target audience and the solutions you provide.

6 Use Google Alerts with your name and company name to create a vanity search to see what people might be saying about you.

7 **Requirements for submitting the proposal** is one of the most important components to submitting a winning proposal. Here you will need to know if there is a deadline for the submission. Does the PC want an email submission or will this be faxed? Does the PC want samples of your work as attachments? Does the PC want you to use a specific email subject title such as 'Your Name – Virtual Assistant Proposal'? Review this area and begin your proposal making sure you follow these steps to the 'tee.' You will be judged on your ability to follow directions.

8 Testimonial links should be included in each proposal but only included as part of the conversation in the proposal. Additionally, if the RFP is for a coach for example, include a testimonial from a coach. If the RFP is written by a speaker, try to include a testimonial written by a speaker. Try to match the testimonial with the industry that is relative to the PC's business. This also shows the PC that you have worked with similar business owners in their industry.

9 Once you create a proposal make sure you are connected on LinkedIn, Facebook or Twitter with the potential client. Sometimes you will not find them on social media but do make a concerted effort to locate and connect. (In *Chapter Seven, Using Social Media to Enhance and Support Your Proposals*, I will explain the importance of social media networking with potential clients when submitting proposals.)

10 In *Chapter Nine, After the Proposal Submission: The Follow-Up*, I will discuss how the use of an email sign-up list will be effective in your follow-up with perspective clients. If you do not have a free Mad Mimi account <https://madmimi.com/s/thw> create one as soon as you can. Even if you do not have a newsletter or a free download to offer, create a sign up list as you will use this later to follow-up with RFP potential clients.

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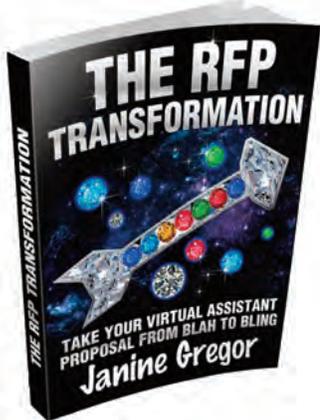
- Have you submitted proposals to potential clients but have not been selected for the opportunity?
- Are you a new VA and wish to start a business but do not know how to find your first paying client?
- Are you a seasoned VA and wish to change your target market and do not know how?
- Are you an established VA and want to continue to grow your business with your own ideal clients?

Virtual Assistants, I can help!

The RFP Transformation

Take Your Virtual Assistant Proposal From Blah to Bling

will show you:



- ✓ How to find reputable Request for Proposals for potential clients who are waiting to hear from YOU
- ✓ How to write a winning proposal that will capture the attention of your next client
- ✓ How to connect with a potential client on a level that will make your proposal stand out from all others
- ✓ How to be creative in networking with a bevy of potential clients using social media and other communication secrets never before spelled-out specifically for VAs
- ✓ How to use social media effectively and creatively within your proposals to network after the proposal is submitted
- ✓ Getting your Business in Order for the world to see how you can be the VA needed to grow a client's business
- ✓ What to do AFTER the proposal is submitted and HOW to make that connection continue in your favor
- ✓ And so much more....

BONUS:
Includes 33 RFP Tips,
author and veteran VA
Janine Gregor has
tested and used
successfully for her
own business

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Ten comprehensive chapters that guide you through the entire RFP process to bring your proposals from blah to bling:

- What is an RFP?
- Eleven Reasons Virtual Assistants Can Benefit from Responding to RFPs
- Is a Particular RFP Right for You?
- Seven Basic Challenges a Virtual Assistant Will Encounter When Submitting a Proposal
- Writing and Submitting the Proposal
- Your Business Must Be In Order
- Using Social Media to Enhance and Support Your Proposals
- Preparing for the Client Consultation
- After the Proposal Submission: The Follow-Up
- Self-Evaluation and Keeping the Potential Client Funnel Full

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Why you need The RFP Transformation:

Vying for VA contracts or projects through the RFP system is an underutilized income stream for VAs, one that can be used to continually attract targeted clients. The RFP system Janine has compiled can be used by both **new VAs seeking to jump-start their businesses** and by **seasoned VAs who wish to add new clients** or add or change a new target market to their current portfolio.



Janine Gregor, author of *The RFP Transformation*, is the founder and owner of **Your Virtual Wizard**, an administrative consulting business specializing in business writing, social networking and email marketing.
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