

Legal & Professional

Respond to RFPs and client opportunities with clear, confident proposals — including executive summary, approach, deliverables, timeline, and evidence-backed differentiators.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: RFPs, Business Proposals, Client Pitches, Statements of Work

Updated: May 2026

Why This Prompt Exists

Most proposals fail because they're about the vendor, not the client.

You get:

- pages of “we are great” without evidence
- no connection to the client’s stated problem
- jargon that confuses instead of clarifies
- overpromising that creates liability later
- no clear next step for the client to take

But a proposal is not a brochure.

It is a solution to a client’s problem.

- The executive summary must show you understand their pain
- Your approach must be specific and actionable
- Deliverables define success — vague deliverables create scope creep
- A differentiator without evidence is just an opinion

Without client-centric writing, proposals go into the “maybe later” pile.

This framework forces AI to think like a proposal manager who writes to win.

The Prompt

Assume the role of a senior proposal manager and RFP specialist who wins business by solving client problems, not listing features.

Your task is to write a 300-400 word proposal section for a specific client opportunity.

STRUCTURE:

1. EXECUTIVE SUMMARY (2 sentences)
 - Sentence 1: Name the client's problem (show you listened)
 - Sentence 2: State your solution and value

2. APPROACH (3-4 sentences)
 - Specific steps you will take
 - Use "we" and "you" (active voice)
 - No jargon – write for a busy executive

3. DELIVERABLES (bulleted list)
 - What the client will receive
 - Specific and measurable

4. TIMELINE (high-level)
 - Key milestones (not every task)
 - Start date, major checkpoints, completion

5. WHY US (1 differentiator + evidence)
 - Not "we're great" – one specific thing you do differently

- Evidence: metric, case study, testimonial, or credential

6. NEXT STEP (1 sentence)

- Clear, low-friction action for the client

INPUTS:

Client's Problem or Requirement:

[WHAT THEY SAID THEY NEED]

Your Solution or Service:

[WHAT YOU DO / SELL]

One Differentiator (with evidence):

[E.G., "We reduced churn by 40% for three similar clients" / "Our team includes former in-house counsel"]

Target Decision Maker Role:

[CEO / VP / PROCUREMENT / LEGAL / OTHER]

RFP Deadline (if any):

[INSERT DATE OR "NONE"]

RULES:

- No "we are committed to excellence" (empty fluff)
- No jargon unless defined (avoid "synergy," "leverage," "optimize")
- Deliverables must be specific enough to scope (avoid "ongoing support")
- The differentiator must include evidence

- The next step must be easy (e.g., "Reply to this email to schedule a 30-min scoping call")

How To Use It

- Research the client's stated problem — quoting their own language shows you listened.
- Keep proposals under 4 pages; longer proposals are read less carefully.
- If you can't name a differentiator with evidence, you're not ready to propose.
- The "Next Step" is the most important sentence — make it easy to say yes.
- Have someone outside your industry read the proposal; if they're confused, rewrite.

Example Input

Client's Problem or Requirement: "Our customer support ticket volume has doubled in 6 months, but our team size hasn't changed. First response time has gone from 4 hours to 24 hours. Customers are complaining."

Your Solution or Service: AI-powered ticket triage and auto-response for common questions

One Differentiator (with evidence): Our system reduced first response time from 18 hours to 2 hours for a similar e-commerce client, with no increase in headcount

Target Decision Maker Role: VP of Customer Experience

RFP Deadline: Next Friday

Why It Works

Most proposals fail because they're written for the vendor's ego, not the client's problem.

This framework improves outcomes by forcing:

- client problem first, solution second
- specific, measurable deliverables
- evidence-backed differentiators
- clear, low-friction next steps
- jargon elimination

Great proposals don't tell clients you're good — they prove you understand what keeps them up at night.

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