



PROPOSAL KIT SAMPLE

Selling a Web Site and Digital Assets Proposal

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Cover Letter, Title Page, Table of Contents, Approach, Promotion, Profit and Loss Statement, Future Potential, Inclusions, Testimonials, Back Page

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Peter Gomari
CEO
All4Writers Incorporated
9300 Gateway
Suite 900
Chicago, IL 60601

Mr. Gomari,

As the owner of a business that markets to writers, we thought you might be interested in knowing that our successful and well-known website—www.WritersUnblocker.com— is now available for purchase, along with our Writers Resources, LLC. DVD and eBook products.

We've done all the hard work for you—Writers Resources, LLC. is well established and has set up a promotional program to ensure its profitability for the future.

We've been in business for only three years, and as you will see by the enclosed Profit and Loss Statement, our profits have skyrocketed. Last year we sold 19,000 copies of our DVDs, and 12,000 copies of our eBook! Keeping our company solely internet-based has been a real boon—our costs are minimal and the website and order fulfillment pretty much take care of themselves.

We hate to say goodbye to this incredible business venture, but we plan to sail the world during our retirement and thus will not be able to keep up with the day-to-day matters of running a business.

You should find all the basic information you need to know about Writers Resources, LLC. and our products within this package. Serious prospective buyers may contact us for more details.

Please know that this announcement has been simultaneously distributed to multiple prospective buyers.

Sincerely,

Greg Gray
Owner
Writers Resources, LLC.
555-552-2100
greggray@WritersUnblocker.com
www.WritersUnblocker.com



PRESENTATION

Sale of Web Site and Media Assets

Prepared for: Peter Gomari
CEO

Prepared by: Greg Gray
Owner





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APPROACH

How do the Writers Resources, LLC. products work? You can find out everything you need to know about the products on our website, which is included in this sale, but here are the highlights:

- ▶ The Writers Resources, LLC. DVD stimulates creativity through interactive question and answer sessions.

Writers are asked to describe aspects of their projects, but they never know quite what suggestions the program might display. The questions force writers to think in depth about their subjects, and the surprise suggestions jog their minds out of the ruts in their thinking.

- ▶ The Writers Resources, LLC. DVD and eBook promote a more positive attitude by presenting success stories.

Writing can be a lonely and frustrating project, especially for those writers who are writing 'on spec,' with the hope of landing a book contract or selling a movie script at the end of their labors. For every writer, there are times when the odds seem stacked against the writer, when the potential rewards just don't seem worth the current effort. By including interviews with real authors who tell their stories of how they broke through to achieve success, we give aspiring writers much-needed hope. All writers interviewed on the DVD and in the eBook have given their permission to publish their stories in our products.

- ▶ The Writers Resources, LLC. DVD contains stimulating music and subliminal messages.

It's a proven fact that music affects brain activity, and the music we've included on the DVD is designed to increase activity in the right brain—the side that controls creativity. Between music selections and in the mediation portion of the DVD, we've embedded subliminal messages that most people cannot hear, but that are absorbed by the brain subconsciously. These messages foster creativity and encourage writers to get their ideas down on paper.

- ▶ Used together, the Writers Resources, LLC. DVD and eBook will help the writer create the basic structure for their project.

After a writer has worked through all the exercises included on the DVD and in the eBook, he or she will have created an outline for the writing project, and will thus be well on the way to becoming a successful author.





FUTURE POTENTIAL

Writers Resources, LLC. has been extremely profitable in its online form, but the product line could be expanded to bring in even more revenue if the new buyer wanted to make additional efforts.

The concepts present in Writers Resources, LLC. products could easily be used in the following products:

- ▶ Printed booklets of exercises and success stories
- ▶ In-person seminars
- ▶ Associated products for writers and editors
- ▶ Associated products for other creative types, such as artists, musicians, and entrepreneurs





PROMOTION

Everyone who's interested in writing has heard of Writers Resources, LLC. Why? Because we've been successfully promoting our website and our products for three years now.

Listed below are just a few of the efforts we've made in the past three years. These promotions will continue to reap rewards for years to come.

Promotions included:

- ▶ Booth at the Stars n' Stripes Writers Conference, the largest yearly conference in the U.S., for the last three years
- ▶ Press releases sent yearly to 360 creative writing institutions
- ▶ Radio interviews on 13 radio stations around the country
- ▶ 14 podcasts
- ▶ 9 webcasts
- ▶ Wire service and internet releases
- ▶ Product ads in all major magazines for writers

Detailed lists and dates of promotions are available to parties that demonstrate a serious interest in purchasing our website.



The rest of this sample is included in the retail Proposal Packs and Proposal Kit Professional bundle. Purchase any Proposal Pack in the design theme of your choice and you will have everything you need.

How do I customize or create my own version of this sample?

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

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ProposalKit.com/htm/proposal-software-products.htm

