



# IFBP, OMG!

## The ABC's of Client Connection

Presented by Kristen Peters

March 3, 2022

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## Today's conversation

- How informal research at the pursuit outset can make writing easier and more resonant to the prospective client
- Introduce the pillars of persuasive writing: issues, features, benefits and proof (IFBP)
- Visual design tips to reinforce key messages



Tell 'em what you're going to tell 'em.  
Tell 'em.

And then tell 'em again.

— an oft misquoted quote



**The RFP has landed.  
The go decision has  
been made.**

**Now what?**

# ANALYZE

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## An RFP is like an iceberg

- Only a small portion of what the client wants to achieve is visible
- Tends to be written in formal language vs. emotive language
- Will give you top-line goals and minimum requirements
- There is so much more public information that can be found




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## Informal online research

- Client brand look and feel
- Client writing voice
- Social media and blog messaging
- Reports, meeting minutes, press packages
- Recent news articles



# Use this research to create a client-specific "thesaurus"



**Descriptive  
phrases**



**Adjectives  
& headlines**



**Other  
client goals**

# INTERACTIVE EXERCISE

## #1





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# Request for Proposal

The world's most beloved sweets producer, Wonka's Candy Factory, has recently transitioned to new ownership. To usher in a new era of wonder, Charlie Bucket, CEO is undertaking a full-scale renovation of his manufacturing plant to become an energy efficient, AI-enabled, model for safety and innovation in the cutthroat sweets industry. The factory will be open to the public for regular tours in starting in Fall 2023.

With the recent unionization of the Oompa Loompas, Wonka's Candy Factory is pursuing WELL Certification. Employee amenities will include increased natural light, a fitness center, new break rooms with rehearsal space for musical numbers, and an on-staff dentistry clinic. Seeking an aggressive energy efficient target of Net Zero, Wonka's Factory will build extensive photovoltaic arrays, proprietary renewable energy powered by the Fizzy Lifting Drinks room, and incorporation of green materials.

A recent EU-OSHA inspection noted multiple violations. To meet Mr. Bucket's new goals and pass inspection, the following must be achieved:

- Safety upgrades to the chocolate river include railings, child-safety mesh at the base of the suction tube, a smart building system for temperature control, and upgraded steering and motor apparatuses on the boat.
- Security upgrades to the nut sorting room for squirrel protection, Wonkavision keypad entry, a Sensitive Compartmented Information Facility (SCIF) in the Inventing Room for top-secret R&D.
- A sanitary "gowning area" and air lock for personal protective equipment.
- Emergency machine stops throughout the facility.

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# Request for Proposal

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- Emergency machine stops throughout the facility.

Deliciously delectable surprises await visitors to Wonka's Candy Factory! Unwrapping in Fall of 2023 is a colorful, colossal candy extravaganza that lets both kids and adults safely immerse themselves in the flavory-savory joy of chocolate and lollipops, jelly beans and bubble gum, and splendiferous new inventions. Our newly renovated and energy efficient candy factory will be a playground of discovery that mixes joy, wonder and sweetness in a fun, energizing and one-of-a-kind retail emporium devoted to all things candy.

Whimsical tours will bring Wonka visitors of all ages through this real-life candy land.

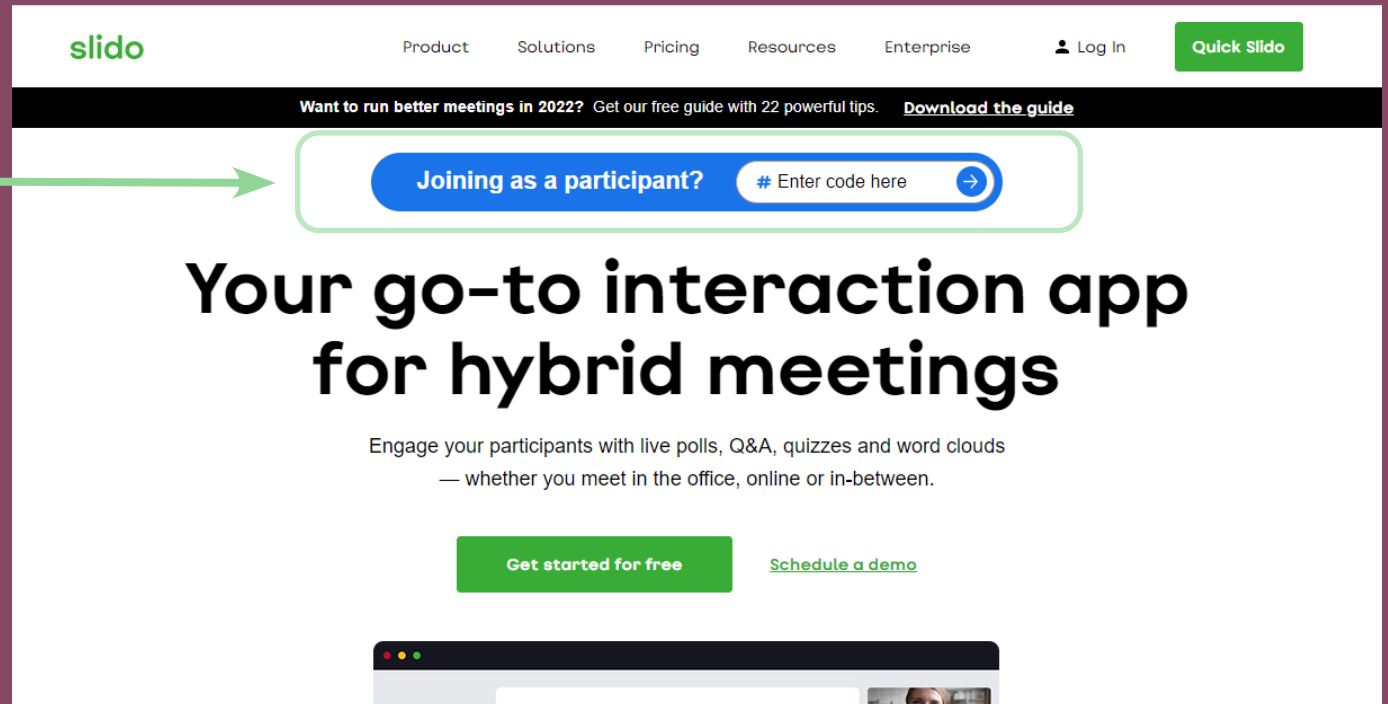
[Buy Tickets](#)



# slido

Go to [slido.com](https://slido.com)

Enter meeting code:  
**#SMPS**



The screenshot shows the Slido website homepage. At the top, there is a navigation bar with the Slido logo and links for Product, Solutions, Pricing, Resources, Enterprise, Log In, and a Quick Slido button. Below the navigation bar is a black banner with the text "Want to run better meetings in 2022? Get our free guide with 22 powerful tips. Download the guide". The main content area features a large blue button that says "Joining as a participant?" followed by a text input field containing "# Enter code here" and a right-pointing arrow. A green arrow from the text "#SMPS" on the left points to this input field. Below the button is the headline "Your go-to interaction app for hybrid meetings" and a sub-headline "Engage your participants with live polls, Q&A, quizzes and word clouds — whether you meet in the office, online or in-between." At the bottom, there are two buttons: "Get started for free" and "Schedule a demo".

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[Buy Tickets](#)



# BUILD

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# The pillars of persuasive writing



**Goals / Issues**



**Features**



**Benefits**



**Proof**

# The pillars of persuasive writing

## Goals / Issues

What the client needs to achieve and why



### The client

- Why is the client doing this project?
- What must happen for this to succeed?
- What attributes will the firm they hire need?

## Features

What your firm does & what they propose to do



### Your company

- What you propose to do
- What you have done in the past
- Facts about your firm
- Facts about your team

## Benefits

How your team will help the client specifically

- How your experience specifically mitigated similar challenges
- Attributes of your team that separate you from your competition

## Proof

Validation that the benefits are real



### Info from another source

- Statistics related to performance
- Outcomes clients saw on past projects
- Quotes that address specific client hot buttons



# INTERACTIVE EXERCISE #2

Go to [slido.com](https://www.slido.com)



## Client goals

Improved amenity space for recently unionized workers

Energy optimization

Security & safety upgrades

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## Firm features

In-house interior designers w/ corporate workplace sector focus

Integrated architecture & engineering

ATFP government & corrections experience

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## Benefits

Energizing, ergonomic, natural-light filled design is a specialty of our WELL-accredited, in-house interior design team.

The co-discovery of one-of-a-kind energy solutions are where our sustainability-focused integrated architects and engineers thrive.

Candy is one of life's magical joys, but keeping trade secrets secure isn't a cake walk. We meet stringent security & safety requirements for our government clients, and we'll do the same for you.

## Client brand voice & descriptor research – your “thesaurus”

- deliciously delectable
- colorful, colossal candy extravaganza
- flavory-savory joy
- splendiferous new inventions
- playground of discovery
- energy efficient
- joy, wonder and sweetness
- fun, energizing
- one-of-a-kind retail emporium
- whimsical
- real-life candy land
- visitors of all ages

# COMMUNICATE

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## Design for the scanning reader

- Eye tracking studies show most readers scan first
- Create places to draw the eye
- Incorporate similar voice & descriptors from your client research, key messages, and proof points into the pops of design
  - subheadlines
  - design elements
  - quotes



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## Elements at play

- Shape
- White space
- Color
- Font and text size
- Photos
- Graphic elements



# INTERACTIVE EXERCISE

## #3



## + The „CityCrew“ required a smart, updatable website with a backend which allows users to find specials in their town.

Whether you need to create a brand from scratch, including marketing materials and a beautiful and functional website or whether you are looking for a design refresh we are confident you will be pleased with the results.

During the briefing phase it became apparent that this was a special project that would need a high-level of customisation. Working with City Entertainment's project planners and managers, we were able to turn their vision into reality, on time and on budget.

The City Entertainment website features many new technologies and accessibility options design to be easily accessible to all members of the community. The website launch as a successful event, attended by some of the leaders in the local IT industry.

#### Project Specifications:

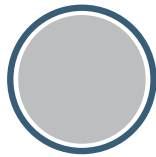
- Content Management System with Backend
- Feedback forms with different styles and
- App Development for a native app
- Search Engine Optimisation
- Image galleries and JQuery Plugins

## Case study



## OUR EXPERT TEAM MEMBERS

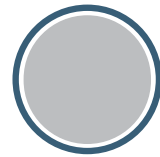
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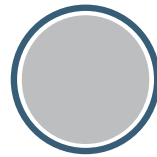
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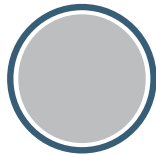
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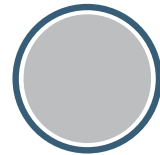
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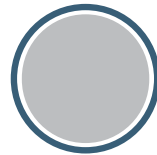
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## WHY DO YOU CHOOSE US?



### CREATIVE BUSINESS IDEA

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### BEST TEAMWORK EVER

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### BUSINESS IMPLEMENTATION

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### BEST STRATEGY

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### TRAINING TO EMPLOYEE

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### BUSINESS PRIVACY

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CORPORATE &  
CREATIVE BUSINESS

# MARKETING AGENCY

ABOUT  
OUR COMPANY



**BUSINESS  
ADVERTISING**



**BUSINESS  
ANALYSIS**



**BUSINESS  
CONSULTING**



**CONTACT US**

📍 Your address, state, city, PO  
☎ +000-000-0000  
✉ youremail@Email.com  
🌐 www.yourwebsite.com



# QUESTIONS?

Presented by Kristen Peters

[kpeters@smrtinc.com](mailto:kpeters@smrtinc.com)