

## Powerful Proposals Storyboarding

A technique some firms use is borrowed from the movies: storyboard your proposal. Sketch out the information that will appear on each page of the proposal, spread the pages out (preferably tape them to a wall), and update them as you fill in the information.

### The storyboard:

- **Makes sure your proposal tells a coherent story.**
- **Ensures that your proposal flows logically and all the pieces fit together.**
- **Shows where you have gaps in the proposal.**
- **Marks your progress.**
- **Allows you to walk people through the proposal.**
- **Shows you, at a glance, the image your proposal will create for the client.**

### Some tips on storyboarding:

- **Do it in hard copy, not electronically.**
- **Use Post-It notes to make comments on the drafts.**
- **Limit the number of people who can actually update the drafts.**

More and more often, clients specify the number of pages you may have in your proposal. When this is the case, allot space according to the weight you expect each section to carry in the scoring process. Construct your storyboard accordingly. ■

## My Three Action Items From This Issue:

---

---

---



## Marketing Tool of the Month Evaluate Your Organizational Structure

Is your firm organized to meet your clients' needs more efficiently and effectively than the competition? Have you considered the differences between geographic and practice area structures, and team, matrix, office, and departmental groups? Which structure is best for your firm, and why? What structure can your firm use productively that others can't or won't?

Don't hesitate to evaluate your firm's organizational structure just because your principals think it's "running fine." Evaluating and improving the way your firm is structured can give you a competitive edge in the marketplace.

Start the process today by using PSMJ's Organizational Structure Evaluation Form. You can request a copy of this 3-page form by contacting Melissa D'Amico ([mdamico@psmj.com](mailto:mdamico@psmj.com)).

### With this form, you can:

1. **Identify your firm's current organizational structure.**
2. **Understand the pros and cons of alternative organizational structures.**
3. **Clearly define the key benefit(s) and disadvantage(s) of your current structure.**
4. **Identify your preferred long-term organizational structure.**
5. **Craft an organizational chart that will accomplish the goals of your visionary organization.**
6. **Identify organizational changes that can be made within the next six months to move your firm toward the new organizational goals.** ■