



EXECUTIVE SUMMARIES

cheat sheet

THE OPENER

Capture attention

Use a compelling opening paragraph, something that gets the potential client's attention. Talk about them, not yourself. Now is the time to get them excited about what they're going to read next.

THE NEED

We get it

Show the client that you get them, that you understand their business problem. The focus is on the prospect and their challenge; how they will benefit from solving the problem.

THE PROPOSED SOLUTION

We've got it

Briefly explain the solution you're proposing and why it will work. Keep it high level and only provide enough detail to convince them you have something specific to offer.

THE EVIDENCE

We can do it

Provide proof that you can do what you say you can. Explain how and why you're qualified to do so. Demonstrate what sets you apart and why they should choose you over the competition.

