

client: Mindwalk Business Coaching

project: Landing Page

objective: Lead Generation

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portfolio

Copy Excerpt

Clinch an extra deal out of every FIVE proposals you submit Free Webinar Shows you the Way

Proposals are an essential part of doing business. Over 90% of the web design work you target requires a detailed quotation or price proposal. Even current clients require these.

Preparing proposals takes time. You want as much conversion as possible out of them. They need to be as persuasive as possible.

In our *free webinar*, you'll learn 5 simple keys to creating a winning proposal that dramatically increases your conversion rate: **Your chances of winning the deal increases by 20% or more!**

Shawn Chada, Owner of Shawn Web Design, attended this webinar last month and found it worthwhile: *"I've been in the design business for 15 years and quoted hundreds of projects. Yet, I learned strategies in this webinar that are bound to increase my success rate considerably."*

The webinar is only 75 minutes long, but will give you specific steps to follow to boost your win rate in all your future proposals.

Register for this webinar now and you'll:

- learn **5 simple keys** to creating a persuasive proposal that is 20% more effective,
- get access to a **recording of the webinar** for two weeks after the live event. You can relive the experience and revisit points and ideas you may have missed the first time around. You can also take careful notes at your leisure, and
- receive an **example of an actual winning proposal** that uses the strategies taught in the webinar. There's nothing like an example to drive home the point and you will have a proven sample you can consult during your next proposal writing project.

We want the attendees to get the most out of this webinar, participate in discussions and have plenty of time for Q&A. So, we need to limit enrollment to the first 25 people who sign up.

So, DON'T WAIT, [Register NOW!](#)

Then, mark your calendar:

Free Webinar: How to Create Proposals that Win the Work September 29, 2014; 2:00 p.m. – 3:00 p.m. ET

Again, **enrollment is limited to the first 25 registrants**. So, do not delay.

[Registration button here]

About the project

Mindwalk Business Coaching is a training and coaching firm that helps web design firms grow their businesses.

Specifically, they help clients do better in the areas of marketing, sales, pricing, and operations.

One of the ways Mindwalk generates leads for their programs is by offering a free webinar titled: *"How to Create Proposals That Win The Work."*

The project is to write a landing page that entices visitors to sign up for the free webinar.

This copy was written as part of a professional development program.
The client featured here may or may not be using this copy in actual marketing materials



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