

# Hidden Jewel to Star of the Show: Write for Impact

Business Development Best Practice Series

Published August 2015

Have you ever noticed that some people and companies just seem to stand out, and everywhere you turn, they are being quoted or interviewed or are consistently receiving better scores on proposals? They are not much different than others; but, like the old E.F. Hutton advertisement asserts, when they speak, people listen. So what is the difference?

In a world of specialized expertise, everyone, from owners of construction projects to your company looking for new talent, wants people with deep expertise and a proven track record of generating results. Being good at what you do, however, is not enough to make you or your company shine; people need to know that you are good at what you do.

If you want to stop being that hidden jewel or are looking to make your company's proposals stand out more, try these few quick tips for getting recognized in writing:

## 1. Define a clear POV:

A point of view (POV) is an opinion, insight, judgment or experience. It is a frame of reference. It might be a tip that helps win a key proposal or the latest and greatest about recruiting talent. A POV is the premise that is the starting point and will frame your writing. A rock-solid POV will also help drive the message and streamline the writing process.

### Examples of a POV:

- Getting repositioned on a project opportunity increases hit rates on proposals
- Superintendents are the new superstars of project capability presentations
- The cover letter's job is to get the proposal read

## 2. Start with a statement of impact:

The statement helps frame the article. It outlines the situation at hand, what that did, why it was done, who should care and the outcome generated. It sets the context for the POV.

## 3. Write to an audience with a face:

To bring energy and focus to writing, write to a specific person, rather than a nameless segment of the industry. Think about what he/she wants to know, what he/she cares about, and the challenges he/she is facing.

## 4. Be concise:

Writing shorter pieces is actually difficult to do. To get there, write, cut down on the wordiness, then cut again.

## 5. Go out with a bang:

Make the ending memorable. Take a stand and grab the readers' attention. Share the conclusions drawn and why they are so important.

Are you ready to put your writing skills to use? Consider authoring a one page article as part of AGC's Business Development Best Practices Series and get recognized as "one of those people." Writing is an efficient and effective way to share your company's insights and knowledge with the industry. Stop being a hidden jewel and become the star of the show. So why are you still sitting there? Pick up your pen and write!

### Key Takeaways:

- Define a clear POV
- Start with a statement of impact
- Write to an audience with a face
- Go out with a bang

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