

10 Killer Writing Mistakes

to Avoid with Proposals and Marketing

By Paula Peters, Peters Writing Services, Inc.

P R O P O S A L S



- 1 The wrong document format
- 2 Incorrect submission
- 3 Failure to respond to every requirement
- 4 Missing support documentation
- 5 Bad spelling and grammar

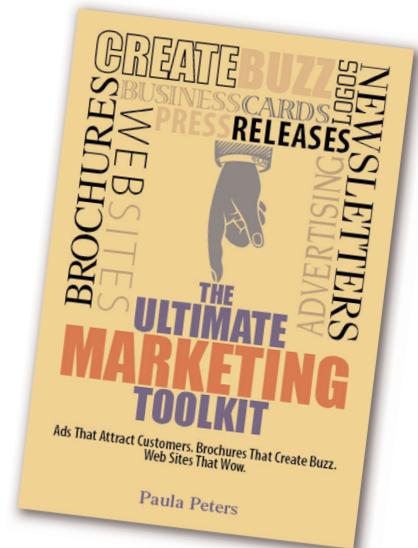
M A R K E T I N G M A T E R I A L S



- 1 Talking too much about your business, and not enough about your customer
- 2 Focusing on the features of your product or service
- 3 Not organizing the material into “chunks”
- 4 Forgetting about the 5 W’s
- 5 Being too long-winded

The Ultimate Marketing Toolkit

*Write your own marketing materials today
with easy, step-by-step instructions!*



PETERS WRITING SERVICES

913.485.4537 • 12707 S. Hallet, Suite 2625 • Olathe, KS 66062

www.peterswriting.com paula@peterswriting.com

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