

AUDIT YOUR PROPOSAL-TO-CLOSE REALITY

SENDING PROPOSALS DOESN'T MAKE YOU MONEY. CLOSED DECISIONS DO.

PROPOSAL-TO-CLOSE

HOW TO USE THIS WORKSHEET

Most solopreneurs believe proposals mean progress. In reality, proposals often become the place deals go to stall, delay, or quietly die. Today you are not guessing. You are measuring.

This worksheet forces you to confront how many proposals actually turn into revenue versus how many sit in follow-up limbo. The goal is to expose whether proposals are helping you close deals or simply creating false pipeline confidence.

THE WORKSHEET:

<p>1. Define what counts as a proposal in your business</p> <p>Finish this sentence: "A proposal in my business is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> a pricing document a scope of work a service package breakdown a written offer a custom quote a follow-up email with pricing <p>Write yours: _____</p>	<p>2. Count your recent proposals</p> <p>Look at the last 30–60 days.</p> <p>Fill in: Proposals sent: _____ Deals closed: _____ Deals stalled: _____ Deals ghosted: _____</p> <p>This shows reality, not effort.</p>	<p>3. Calculate your proposal conversion rate</p> <p>Fill in: Out of _____ proposals, _____ became paying clients. Conversion rate = _____ % Anything below 30–40% usually means the proposal process is broken.</p>	<p>4. Measure proposal follow-up drag</p> <p>Finish this sentence: "After sending a proposal, I usually spend _____ days or weeks following up."</p> <p>Examples:</p> <ul style="list-style-type: none"> 3 days 2 weeks a month multiple months <p>Write yours: _____</p> <p>Long follow-up cycles equal slow cash flow.</p>	<p>5. Identify your most common proposal outcome</p> <p>Check the most common result:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Silence <input type="checkbox"/> "I need to think about it" <input type="checkbox"/> Comparison shopping <input type="checkbox"/> Budget hesitation <input type="checkbox"/> Delayed decision <input type="checkbox"/> Ghosting <p>Check yours.</p>
<p>6. Identify when momentum dies</p> <p>Finish this sentence: "Momentum usually dies right after _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> price is shared proposal is emailed call ends next steps become unclear <p>Write yours: _____</p>	<p>7. Identify your proposal illusion</p> <p>Finish this sentence honestly: "When I send a proposal, I feel _____ even though money hasn't been collected."</p> <p>Examples:</p> <ul style="list-style-type: none"> relieved productive hopeful confident done with the sale <p>Write yours: _____</p> <p>Proposals feel like progress but often delay decisions.</p>	<p>8. Count money stuck in proposal limbo</p> <p>Estimate total revenue currently stuck in proposals that haven't closed.</p> <p>Fill in: Active stalled proposals value: \$ _____</p> <p>This is cash waiting on decisions.</p>	<p>9. Identify your assumption about stalled deals</p> <p>Finish this sentence: "These deals didn't close because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> they needed time budget changed timing wasn't right they got busy <p>Often these assumptions hide system problems.</p> <p>Write yours: _____</p>	<p>10. Lock the core realization</p> <p>Finish this sentence: "My problem isn't sending proposals. My problem is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> getting decisions creating urgency structuring commitment controlling momentum <p>Write yours: _____</p>

Why This Matters:

Proposals don't close deals. Decisions close deals. If proposals create delay instead of clarity, you're accidentally installing friction right when commitment should happen. Today exposed whether proposals are helping or hurting revenue. Tomorrow we diagnose exactly why deals stall after proposals so we can eliminate the friction causing prospects to freeze.

If you want help building a system where proposals turn into decisions instead of endless follow-up:

<https://square1grp.com/brainstormsession>