



STRATEGY. STRUCTURE. INSIGHT.

Short, practical insights on proposal strategy, structure, and what's changing in government contracting.

Before You Write: How to Structure a Technical Approach Evaluators Can Follow

Strong technical writing starts with structure. Define what the section must prove, organize it around the requirement, and make the evaluator's path easy to follow from the first page.



1 Quick Take

Technical approaches become generic when teams start drafting before they define what the section needs to prove. Strong sections begin with the solicitation, the evaluation criteria, and a clear purpose.

- Start with the requirement
- Define the evaluator's question
- Build the section before writing



What this means:

Structure is not formatting. It is how you make your solution understandable and scoreable.



2 This Month's Tip

Use a repeatable section framework before drafting so every subsection has a job and every claim has support.

- Requirement: what must be addressed
- Approach: how you will do it
- Proof: what supports the claim
- Benefit: why it matters to the evaluator



What this means:

If the structure is clear first, the writing becomes faster, stronger, and easier to review.



3 In the Market

Proposal teams are putting more focus on clear section architecture, compliance-based outlines, and writing that reduces evaluator effort.

- Use outlines tied to the RFP
- Make discriminators easy to find
- Reduce evaluator effort



What this means:

The best technical approaches do more than inform. They guide the evaluator to confidence.



4 Tools & Resources



July Webinar

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Technical Approach Checklist

Use it to confirm section purpose, proof, logic, and evaluator flow before drafting.



Quality Rule

If the evaluator has to assemble your approach for you, the structure is too weak.



5 Close

A technical approach is not just a block of text. It is a structured argument that connects method, proof, and evaluator benefit in a way that can be followed and scored quickly.



Structure guides scoring.



Clarity reduces effort.



Discipline improves quality.



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