

Proposal Architecture Blueprint Checklist

Use this checklist to structure your proposal BEFORE drafting begins-ensuring clarity, cohesion, and scoring alignment across every volume.

This is the tool strategic proposal teams use to win more-by communicating value, not just compliance.

1. Capture Intake & Messaging Foundation

- ☐ Aligned on customer's mission priorities and pain points
- ☐ Clear win themes and proof points defined
- ☐ Key competitors and differentiators documented
- ☐ Scoring criteria extracted from the RFP
- ☐ Output: Win Theme Messaging Matrix

2. Solution Framing & Narrative Planning

- ☐ Solution broken into people, process, tools, and impact
- ☐ Applied 'What-Why-How-Impact' model to each solution component
- ☐ Mapped benefits to evaluator hot buttons
- ☐ Narrative arcs defined (setup, conflict, resolution)
- ☐ Tied technical features to customer outcomes
- ☐ Output: Narrative Planning Map

3. Compliance & Structure Mapping

- ☐ Created annotated outline with compliance notes
- ☐ Assigned win themes to specific sections
- ☐ Mapped sections to evaluation factors
- ☐ Planned graphics with a messaging-first lens
- ☐ Estimated page count and designed narrative flow
- ☐ Output: Annotated Proposal Outline

4. Volume Integration & Content Synchronization

- ☐ Held cross-functional 'volume sync' meeting
- ☐ Shared tone/formatting guidelines
- ☐ Visuals support key messages
- ☐ Bridged content across volumes
- ☐ Verified shared definitions and acronyms
- ☐ Output: Volume Messaging Alignment Sheet

5. Final Alignment & Scoring Optimization

- ☐ Applied pre-review architecture audit
- ☐ Confirmed content is easy to score
- ☐ Consistent win theme reinforcement
- ☐ Aligned visuals and summaries with evaluation lens
- ☐ Output: Architecture Review Checklist