

## FARNSWORTH GROUP PROPOSAL OR SOQ CHECKLIST (RED REVIEW)

Proposal Name: \_\_\_\_\_

Reviewer: \_\_\_\_\_

Does the text clearly indicate why the client should choose us? Check against issue/feature/benefit/proof.

Comments:

How do we score against the scoring criteria?

Comments:

Does our message come through easily and clearly?

Comments:

What fine-tuning is needed?

Comments:

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Is the writing clear and understandable?

Comments:
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Is it grammatically correct?

Comments:
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Is it technically sound and complete?

Comments:
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Does the artwork illustrate the text?

Comments:
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Should the artwork be in the proposal?

Comments:
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Does each section begin with a benefit statement?

Comments:

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Is the theme clearly integrated throughout the response?

Comments:

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Is the proposal easy to read?

Comments:

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