



Fedmarket's Proposal Writing Capabilities

A Structured System for Writing Compliant and Compelling Proposals

The Fedmarket RFP Deconstruction System uses the RFP as the basis for building a detailed proposal outline. The proposal development process (with the customer) is as follows.

1. At the start of every proposal-writing project we deconstruct the RFP. We review the proposal, sentence by sentence, and build a complete proposal outline that addresses each proposal requirement, meaningful term and condition.
2. Add the content of every RFP amendment to the outline.
3. Add instructions, customer notes, and draft solutions to the outline (as available) and add available content from our repository of model proposal content.
4. Send the outline to the customer with instructions showing proposal information needed. Work with customer personnel by telephone to assist in preparing the information.
5. Add corporate experience descriptions, resumes, and technical and management plan content received from the customer.
6. Flag the missing content in the outline and assign writing tasks to the technical writers, with instructions to draft content.
7. Assign content deadlines. Compile content, conduct reviews, edit and publish the proposal.

Fedmarket will submit the proposal for you or provide final copy for you to submit.

Proposal Writing References:

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Testimonials

Richard,

Sorry this email is a week+ overdue.

We'd like to thank FedMarket and especially Kristin Bales for the support on an outstanding DISA SETI proposal delivery on April 4th.

Kristin made herself available to the entire Ennoble First support team evenings and weekends. I believe she worked 9 or 10 hours the Sunday before delivery polishing our work and guiding us through the steps necessary to submit a high quality product. She held us to timelines, set

expectations for our respective data calls, and kept us on track throughout the entire experience.

We are very pleased with our FedMarket experience and the professionalism of Kristin Bales. You truly have a gem with her.

All the best,

Seven

Seven Anderson, CM
Director of Operations
Ennoble First Corporation
<http://www.ennoblefirst.com/contact-us.html>

Hi Laura and Richard,

I wanted to share the good news that we received our GSA Contract today!

I would imagine this is close to record time for review and completion.

Thank you for everything you did to help our application be perfect along the road to this result!

John Moyer
Director of Corporate Sales
VeriDesk .com

I just received an email from the Navy stating that we indeed were awarded a Seaport e contract!

I would like to thank you personally and your Fedmarket team for all of your help in guiding us toward this contract.

In the coming months, I believe we will re-engage with you concerning GSA schedules and possibly OASIS (if they have another on ramp). We were told by our Department of State POCs that they use OASIS exclusively.

In any event, thank you for your help and we should be contacting you soon for GSA schedule assistance.

Best Regards,

Jason Hicks

Director of Contracts

Hi Kristin;

I hope all is well with you. Again I want to sincerely thank you for a job well done. I know this project proposal was a rush and time consuming to say the least, however we got it done. I am very grateful to you for all your hard work and putting up with me the likes of me.

I look forward to working with you in the future in respect to another proposal project.

Please convey my deepest appreciation to Mr. Richard White and also to Marty.

Of course I will keep you posted on the out coming of the tender, *(update Evan's company won the bid)*

Sincerely appreciate your work

Evan N. Spencer Esq Chairman Spence Security & Investigation Services Ltd.

Marty,

You all did one remarkable job for us on Alliant SB and we'll most definitely use your services again in the future.

Kind regards,
Kirk Phillips
BAM Technologies

Team,

We finally have our GSA Schedule award.

Laura and Richard, thank you for your support throughout the proposal process and continued review and support through all the reviews. I was surprised to see GSA schedule award come through in 90 days, our last schedule took over 9 mos but it was back in 2007. Thank you again and couldn't have done it without you guys. I will be sure to recommend you to others.

Naren Thota
www.infosemantics.com

Richard,

Thanks. I always wanted to send you a thank you as the process you have for preparing GSA Schedules made it so easy for us to get our IT 70 Schedule, not once, but twice. We lost the first one as we didn't have any contracts and we have great contracts on the new one. Due to the excellent support I received preparing our submission, we had the schedule negotiated and awarded in 30 days. Take care, Barbara

Siltek Group, Inc
Barbara Schipper
703-464-7400x224

Kristin and Richard,

I want to let you know that we received the pre-award notification of successful offerors yesterday and we made in both SB Pool1 and Pool2. They have selected only 9 companies in Pool1 and 26 in Pool2.

Thanks so much for all the guidance and help along the way with technical and pricing to make this happen. I really really appreciate your help!!

Looking forward to finalizing our CIO-SP3 bid and winning it now!!!!

Regards,

Rakhi Sharma | President
Rigil Corporation
Woman Owned 8(a) SDB,

Thank you, United Builders won a seat on a VA Construction MATOC. Add another win to the list.

United Builders
SDVOSB
Tucson, AZ

Steve,

I hope you are doing so wonderful. You may be in loop, that I and Kristin were working together on our proposal. She is great in her job. I did all my best to provide her as much materials as I could for different sections, and parts of the proposal. We are nearly done with final draft copy. But there are still some missing parts that I want you to support her; please consult with Mr. Richard if he could have a final review or to share his thoughts on remaining responses. Appreciating your all support, and am so happy having you in this proposal. Thanks again!

Very Respectfully,
Hekmat Naziri
Business Development Manager

Kristin and Richard,

Thank you very much for fulfilling and expediting this proposal.
I could not have asked for a better team.
I will let you know if I get the contract.
I am so appreciative of your expertise and fast-paced results.
You are the best!!
I hope to continue our professional association.

Best regards,
Alice

Thanks for checking into that Toby. I know Maggie and Cathy were very pleased at how good Kristen was to work with. Now that the RFP response is out, we will be taking a little time to regroup and reconnect on our overall program. It will likely be a few weeks until we revisit the GSA Schedule question, though now that we are more familiar with the process

(and Kristen's expertise), I expect we will have more confidence than ever to press forward and pursue a GSA schedule with your help.
Thanks for staying in touch.

Murray Greenwood
Paladino and Company
dir: 206-708-8289

Hi Kristin,

Just wanted to let you know that we shipped the package off today. It looked great. Thank you so much for your help. This was a new frontier for us and it was so useful to have your expertise. Really appreciate you putting your nights and weekends into this and being so responsive during the process. I can't say I enjoyed the process (ha!) but I did enjoy working with you! Thanks again,

Maggie Santolla Marketing Communications Manager **Paladino and Company** Dir: 206-708-8291 www.paladinoandco.com

Kristin,

I extend my appreciation again for your help on our last proposal.

We have another one on the horizon, and this one is due next week 2/15, provided

Attached is the solicitation.

Thanks,
James
Ruchman and Associates

Kristin,

Just want to let you know Campbell Construction won a spot on the Multiple Award IDIQ you helped them with in December/January! Another one to add to the list of successes!

Campbell Construction

Kristin,

We want to send a sincere thank you for all of your efforts on our St. Louis Facilities Maintenance proposal. Your patience and perseverance – both through our learning curve and your own personal hardships – were critical to us getting our proposal submitted on time and looking sharp. We sincerely appreciate your guidance and professionalism throughout the process and, now, hope that you'll join us in crossing our fingers until we find out the results!

Best,

Jeremy R Jacobs/Ryan Companies US, Inc

Dear Kristin

Thank you, thank you, thank you.

I appreciate all what you have done to finish our proposal. If you one day planning to visit anywhere on the middle east I will be very happy to organize for you everything you may need with all my pleasure.

Thanks and Best Regards
Hossam Kamal
Operation Manager
Al Ola Tourism L.L.C

Resumes

Richard J. White

4903 Edgemoore Lane,
#4
Bethesda, MD 20814

Phone: 301-960-5813
Email: rwhite@fedmarket.com

Richard White has 48 years of experience in the federal contracting market. He is an authority on government sales and has written winning proposal for contracts exceeding a billion dollars. He prices, manages, and participates in Fedmarket's proposal writing projects.

Mr. White is an author of proposal writing books and conducts complimentary and paid seminars of the topic.

eBooks:

[Government Proposal Writing for Newcomers](#)

Seminars:

[Writing and Managing Winning Proposals](#)

[Government Proposal Writing for Newcomers](#)

[Advanced Proposal Development Workshop](#)

Mr. White built Program Resources, Inc., a management consulting firm specializing in government contracting, from its inception to \$150 million in sales before selling the company in 1989.

Earning a B.S. in Mechanical Engineering and a Masters in Computer Science, Mr. White dedicated his career to government contracting and computer-related fields. He has served as a management consultant with Booz, Allen, & Hamilton and as President of Macro Systems, Inc. As a federal contractor, he headed a 300-person computer services organization and a 1,200-person federal facility management division. He has extensive experience in overseeing the development of large Internet publishing products. He currently serves as Chairman of Fedmarket.com and Wood River Technologies, Inc.

Mr. White is a national authority on federal, state, and local government proposal writing. He is the author of the email installment series "Doing Business with Government" and is a frequent speaker on federal contracting and proposal writing topics. Recent speaking engagements include among others, the "Winning Government Business" and Advanced Proposal Writing seminars, conducted on a quarterly basis in Washington, D.C.

Mr. White is a recognized expert in government marketing and sales. During his 45 years of proposal writing experience He has written proposals ranging in price from \$ 25 Billion to \$ 250,000. He knows the nuances of writing winning proposals including the processes used for individual government markets defined by contract and grant size procurement size, compliance requirements, document organization and flow, and winning presentation formats.

Mr. White is the author of three books on federal sales: [Rolling the Dice in DC](#), [Cracking the \\$ 500 Billion Federal Market](#), and [GSA Schedules: The Shortest Path to Federal Sales](#).

Kristin Bales

Ms. Kristin Bales has been working with Fedmarket 's proposal writing team since 2010. Ms. Bales has more than 15 years of experience in technical writing and editing for the commercial and government sectors. She has written and managed more than 30 federal proposals in the Construction Management, Personnel Services,

Manufacturing, Real Estate Services and Travel Management industries that have won more than \$50M. Ms. Bales has expertise in analyzing federal proposals, preparing proposal responses, communicating with federal contracting officers and managing the proposal process from newly released RFP to final proposal. She has expert level knowledge of MS Word, Illustrator, Photoshop, Acrobat, InDesign and MS Excel.

PUBLISHED WORKS:

The Ninth Curse, fiction, published by Samhain Publishing, April 2009.

The Little Black Box, fiction, published by Under the Moon Press, September 2008.

EMPLOYMENT HISTORY:

June 2010 – Present

Fedmarket

Proposal Consultant

- Provided proposal management services to clients
- Managed proposal lifecycle from RFP to shipment
- Interacted with partnering firms and SMEs to write complete and compliant proposals
- Provided proposal materials in InDesign and MS Word
- Edited and created graphics using Illustrator and Photoshop

March 2010 – June 2010

NASCO

Proposal Manager

- Analyzed RFPs for government requirements
- Built outlines and drafted proposals based on RFPs
- Produced multi-volume proposals for contracts with values from \$40M to \$100M
- Managed all aspects of proposal lifecycle
- Interviewed SMEs for technical information
- Wrote Sources Sought documents, Evaluation Notice responses
- Interacted with government contracting officers, construction management experts

- Used MS Word, Excel, Powerpoint, InDesign, Illustrator, and Photoshop

June 2009 – February 2010

UXB International, Inc.

Technical Writer

- Edited and formatted proposals for government and private contractor work under strict deadlines
- Familiar with Task Orders and ID/IQ contracts
- Edited co-worker resumes and project descriptions
- Edited contract-required documents written by partner firms with limited English knowledge

May 2004 – June 2009

Freelance Writer/Editor

- Edited 200-page non-fiction book. two novels, and multiple short stories for publication
- Created and edited documentation for Collaborate, BowTieXP and Investigator3 software
- Edited and wrote copy for websites; wrote and designed brochures

May 2004 – December 2009

Business Owner/Innkeeper/Property Manager

October 2000 – April 2004

Group 1 Software

Technical Writer/Editor

- Maintained and edited documentation for complex mailing management and data cleansing software
- Interacted with SMEs and software developers to create accurate and user-friendly documentation
- Prepared detailed documentation plans

- Edited co-worker documentation

February 2000 – October 2000
Booz-Allen & Hamilton

Technical Writer/Analyst

- Edited technical manuals for content, clarity and grammar
- Conducted research and analysis
- Conducted comparison of products and methods of analysis
- Produced survey and white paper to solicit client business
- Created several **PowerPoint** briefs

December 1996 – February 2000
U.S. Navy

Russian Linguist

- Analyzed highly technical documents in foreign language
- Wrote detailed reports based on analysis and translation of materials
- Held a Top Secret Security Clearance
- Maintained proficiency in Russian as part of job requirement

EDUCATION:

M.A. Latin American Studies, March 1994
University of California, Santa Barbara

B.A. English and Spanish, May 1992
Valparaiso University, IN

ADDITIONAL TRAINING:

Beginning and Advanced InDesign Courses, November 2010

RoboHelp Basic and Intermediate Course, December 2002

Shipley Proposal Writing & Management Courses, July 2010

Basic & Intermediate Russian Language Courses, March 1996

COMPUTER SKILLS:

MS Word, InDesign, Illustrator, Photoshop, Visio, Adobe Acrobat, PowerPoint, Outlook, SharePoint, Microsoft Excel and Microsoft Project