

## **How to Use Graphics in a Business Proposal**

Does your business proposal bore you?

Chances are you've created one proposal after the other and your eyes are plain tired – looking at the text and your offer.

Or, you've only just started drafting your business proposal and nothing looks ultra-attractive to you. Either way, you're left with a boring document that you 100% want the receiver to sign.

But here's an important question to ask yourself: will your reader find your work proposal interesting if you don't find it interesting yourself?

The answer probably lies somewhere on the scale of "no way" to "less likely." And the solution, you ask? Visually appealing graphics in your business proposal.

Compelling graphics in your document can quickly take it from zero to hero – communicating your message effectively and encouraging the reader to read. In the long haul: great visuals that amplify your message increase your odds of success.

So how do you go about doing that?

Let's start from scratch. We'll cover how graphics can help your business proposal, which graphics you need to include, and where to add them. For good measure, I've thrown in some best practices for you to follow too.

On we go.

### Why Does Your Business Proposal Need Graphics?

Graphics are visual aids for your document. These come in a pool of shapes and sizes including icons, charts, graphs, and so on.

Not to mention, these graphics can be static or animated.

Their role in your business proposal boils down to the following:

- Make your document less daunting to consume by making it easy and attractive to read
- Convey your message instantly – one look and the prospect "gets" what you're saying
- Clarify difficult concepts about your solution and make information more digestible

Let's look at an example. Say you're working on a proposal for interested prospects. With well-constructed graphics that are based on a theme of

learning – say a pen animation on the cover or a classroom illustration – you can instantly relay your message.

The graphics you'll be adding throughout your business proposal will also be pushing the reader to continue reading till the end by saving them from getting stuck in blocks of text.

### How to Use Graphics in a Business Proposal

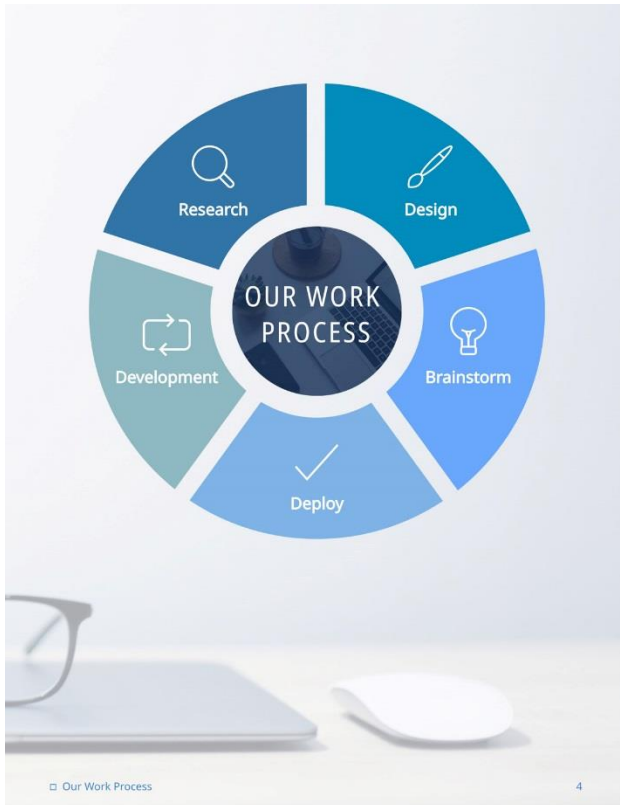
Now that you know how important graphics are to your proposal, let's move on to discussing how you can use them.

Here are a few ways that graphics can add to your business proposal, increasing the chances that your prospect gives you the green light to move forward.

#### Explain your idea or point, for instance your workflow with a flowchart.

You've got to tell your prospect how the work will unfold so he knows what to expect from you. Do you think paragraphs after paragraphs will work? Mind you, your reader wouldn't even read those heavy text blocks – too much work = ignore!

But if you present your workflow like this, things change for good:



Show your product or service in action.

Again, the idea is to explain to the prospect how your product or service can help him in the least possible time, with the least possible effort.

Showing your product/service in use is a secret way of skilfully narrating how valuable your business can be for your prospect's business.



### *Fresh Ingredients*

We make our dessert from scratch. Trust us to only use freshest ingredients. All fruits or vegetables we use are organic and we do get it locally.



Provide a timeline.

Like workflows, timelines help clear expectations. This is particularly true in projects that take long. One of the most common mistakes that lots of people make when drafting their business proposal is missing out on sharing how long the work will take.

But don't risk trying to convey your timeline in a wordy manner – it'll go ignored. Neglecting this simple yet effective visual version of your timeline would be tough though:

# TIMELINE



## Audit and Analysis SEO Techniques

We will analyze Vinillin Widgets' current performance on every major search engine and determine the best way to drive more traffic to your website.



6/6/19

## SEO Campaign Development

We will design an SEO campaign to improve Vinillin Widgets' rankings on every major search engine.

7/6/19



## SEO Campaign Launch

Our SEO experts will put the campaign it designed into motion, driving new visitors to Vinillin Widgets' website.



8/8/19

## SEO Management and Optimization

We will track Vinillin Widgets' SEO campaign for 6 months, make improvements to convert more visitors into customers, and provide monthly reports to review.

9/9/19



Make pricing and other complex sections easy to understand.

Most readers jump straight to the pricing section after reading the intro. You know what this means, right? You've got to make it understandable at a glance. Confuse your prospect here and you'd hear nothing but crickets from their side – no affirmation or applause.

Graphics in your pricing section or any other complex section (like terms and conditions, for example) can help simplify things for you and your client to-be.

Here's an example of what I'm talking about.

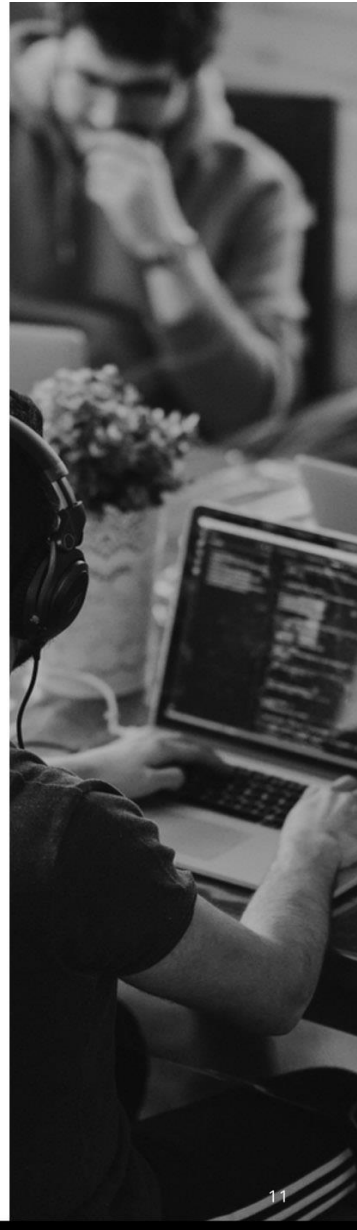


## Budget.

Since the tasks are continuous, all expenses will be billed hourly and at the end of each month, a detailed invoice will be forwarded to the client's email, receiving which, the client has to clear all dues within the first week of the following month.

Step	USD/Hour
Illustrations/Visual Assets	\$10
Copywriting for Ads and Video Script	\$7
Blog Writing	\$12
Video Creation	\$15
Ad Setup	\$25
Email Development and Follow Up	\$15

Budget



Share social proof in a visually appealing design.

Did you know that 88% of folks trust reviews like they trust personal recommendations?

But here's the thing: I always find it hard to read through social proof that looks like a pile of mess. Like me, most people wouldn't read the praise you desperately want them to if you don't present it to them in an appealing, clutter-free manner.

For instance, your reader will find it super easy to read these two testimonials (given below).

But it's safe to assume that lots of people wouldn't have read them had they been simply pasted into your business proposal without the images, quotation icons, and contrasting design background.

Another way to go the extra mile and provide even more trust signals is by adding the reviewer's hand signature to their recommendation (next to their image). You can ask them to create their signature with this signature generator and send you the image file once they're done.



**Matilda Rose**

CEO,  
LearnEasy



**They are very enthusiastic. Great job!**

“My company runs a MOOC website, so we have consistent tutorial videos being uploaded. Recently we thought of adding a “clip note” option for learners to instantly save a segment of video they might need later. As such, we required transcripts to be made for our videos. GetMyTranscript has been doing a marvelous job with creating the transcripts on a regular basis, and what I like the most is that they are very enthusiastic. Great job!”



**Johnathan Mayer**

Host,  
YourStory



**GetMyTranscript is amazing at what they do!**

“Our podcasts involve people sharing their experiences with mental health issues and how they got out of it. We’ve received a ton of messages from non-natives mentioning that they’ve been having trouble understanding some parts of the stories because of various accents. GetMyTranscript is amazing at what they do, and they are so good at understanding a variety of accents that they are able to produce 99.99% perfect transcripts.”

### Rule of Thumb Before Adding Graphics

Before moving on with the types of graphics you need to use, let's get two very simple rules of adding graphics out of the way.

Keep these in mind as you plan each proposal or work on a standard business proposal template for the majority of your interested clients.

#### Only add graphics to supplement your message.

Adding graphics for the sake of it is taking the potential of visual design by its neck and drowning it into a pile of I-never-understood-your-power.

You'd be surprised to know that when text is paired with visuals, it is 323% more likely to encourage viewers to follow instructions provided than when text is at work only. See? That's how powerful good graphics can be.

But don't overdo it with flowery graphics. Remember: white space is your friend.

#### Make sure your graphics are consistent.

This means your design needs to have the same elements including a uniform color scheme from the landing page for your service to finalizing your business proposal. This will help your visitors get familiar with your branding, leaving a crisp and memorable impression.

## 6 Types of Graphics to Add to Your Proposal

Ready to get started now? Play with these six types of graphics in your bid. They're easy to incorporate when using a proposal software to create your proposal.

### 1. Charts and Graphs

Numbers can be heavy to digest – they're the main course to any meal. To make sure they're digestible, visualize the data.

# IT Needs

## Deployed Infrastructure Analysis

We'll design an infrastructure for you that will let you take charge of your IT costs, boost your system security, and help your business better serve your customers.

## Strengthened Security

We'll assess your current security measures and upgrade your security to protect your business against dangerous risks.



We'll offer ongoing infrastructure management services. We take responsibility for the end-to-end function, which gives you peace of mind and frees up time and energy to grow your business.

## 2. Illustrations

These are wonderful when it comes to explaining something. So you can use them to depict your workflow, brand personality, and a lot more.

## 3. Images

You've probably already heard, "a picture is worth a thousand words" so I don't need to add more to why you need a picture or how impactful or moving it can be.

The good news is you can use a picture on the front, for instance, on your cover page, or go on and get creative by slipping it into the background like here:



“ God bless the amazing team of Web Design Solutions! I won't lie, like every other client, I too was a bit skeptical at first and was quite sure they too like previous web design companies I have interviewed will fail my expectations. Nevertheless, they proved me wrong. I was so impressed with their dedication and responsiveness and their constant communication with me to get the design done flawlessly. Hats off!

- Richie Wong, InStyle



“ Web Design Solutions is amazing! As their name goes, you will definitely get solutions to every design error in your website and that too at a comparatively lower rate from other hotshot companies. Coming back to them again when I'll make my mind to redesign my website again.

- Sean Cornell, StopforBurger



“ I was really devastated when I wasn't getting enough users being driven by ads to my website, I mean these ads don't come cheap, do they? Then a friend recommended Web Design Solutions and boy was I relieved! It took them only a single day to formulate the plan and their agility and efficiency defended my online store from imperil. Two days from the redesign, I started getting 4 customers/day and the numbers are on the rise. Can't express my gratitude in words. You people are just terrific!

- Elizabeth O'Connell, GrabyourClothes.com



#### 4. Tables

Tables are another graphic element that are quick to explain things at a glance. Particularly if you're comparing two things, like two of your services or giving a preview of your budget.

Here's a good inspiration for what we're talking about:

## ESTIMATED PROJECT COSTS

Fixed Fee Proposal	<b>Phase 0</b>	\$4,800
	<b>Phase 1</b>	\$26,800

Below is the detail of the estimate **Phase 1** for review. The estimated costs are based on our experience with past projects of similar scope as well.

Phase 1 Task Estimates	Hours	Rate	Cost
UX Interface Design & Graphic Design			
■ Home Page			
■ Home page design concept x 3	12	\$120	\$1440
■ Revision x 3	4	\$120	\$480
■ Inner Pages			
■ Inside page designs	2	\$120	\$240
■ Revisions x 3	4	\$120	\$480
Implementation			
■ Home Page	25	\$120	\$3000
■ Focus Page x 5	16	\$120	\$1920
■ Experts	3	\$120	\$360
■ Research	4	\$120	\$480
■ Events	3	\$120	\$360
■ People	4	\$120	\$480
■ About Us	2	\$120	\$240
■ Disclosures	4	\$120	\$480
■ News	6	\$120	\$720
■ Contact	4	\$120	\$480
■ Print Friendly Page	6	\$120	\$720
■ Access Control	5	\$120	\$600
■ Update current site to latest	6	\$120	\$720
■ Content Migration	18	\$120	\$2160

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## 5. Infographics

These are all the rage these days. Makes sense though – infographics are masters at summarizing information in a stunning layout. No wonder, people are 30 times more likely to read an infographic than a text-based page.

Besides, you have a variety of infographics you can try in your proposals. It could be a timeline-based infographic, a comparative one, even a map-like infographic.

## 6. Icons

I like to think of these as small but mighty design elements that add personality to your design. Look at how simple these icons are, but they've added a lot of clarity to the content.

## Recommended Services



### Best Practices for Adding Graphics to Your Business Proposal

Okay so you're aware you need graphics in your proposal game plan and you also know which ones you'll need. You're aware of some basics before you get to work. What else?

Some best practices that'll help you score high on your design work.

#### First thing first, always prioritize quality.

High quality images are known for driving home conversions. In other words, they show you off as professional and lead people to decide in your favor.

#### Stick with a clear and legible font, no matter how nice others look.

Your viewer is likely to ditch your design if they really have to work to understand it. By working with readable fonts and clear font pairings, you're making things easier for them, encouraging them to stay on your document.

#### Use different shapes and colors so you can inspire action.

Study the psychology behind the different shapes and colors to help with this one. For instance, curvy shapes like circles are linked with life and health. Angular or sharp shapes, on the other, are associated with danger and incite fear.

Similarly, the color bright yellow catches attention and blue gains trust (that's why most apps are a shade of blue like Facebook and Twitter). So

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you need to dive first into the psychology behind shapes and colors before you call the design shots.

### Create Your Own Eye-Catching Business Proposal

Graphics don't just make your business proposal pretty. They clarify your message and make your document reader-friendly.

Try any type from infographics to tables to bar charts. But make sure you use them consistently and cleverly. After all, the right color can set your recipient's mood.

Source: <https://visme.co/blog/business-proposal/>