

Still writing your own proposals? How to tell if AI can help

Most AI advice tells you to buy the tool first and find a use for it later — which is how you end up with three subscriptions that made your week worse. A better question is whether proposal writing is where AI would earn its keep. Here's how to tell, including when the honest answer is no.

Why proposal writing is almost always the best place to start

The workflows where AI pays off have three things in common, and proposal and RFP writing hits all of them.

01

Repetitive.

You write proposals constantly, and each one eats hours — different client, same core work.

02

High stakes.

A sloppy proposal loses the deal or wins it at the wrong price. That's why AI slop does more damage here than on a low-stakes task.

03

It's stuck on you.

Writing isn't the problem. Everything the proposal needs to say lives in your head, and you heard it or said it on the sales call. So the proposal writing can't go to a junior. Instead, it takes the most expensive time in your business — yours.

Why the "too custom" objection is the reason you need this

Almost every owner raises the same objection: my proposals are too custom for this.

Every deal is different. Nobody can systematize what I do.

That's the exact reason the tools you already tried failed you — and the exact reason a proper setup can work.

Generic AI flops on custom work because it has nothing to go on, so it fills the gaps by inventing. You don't fix that by templating your proposals into something generic. You fix it by feeding the AI your real material — the client call, your pricing, your best past proposals — and letting it write from what was said and done.

When the honest answer is no

Not every owner needs this. Proposal writing probably isn't your bottleneck if:

Someone else already handles it well.

If a capable person writes proposals from a solid template and you barely touch them, this isn't your problem.

Your proposals are simple.

If a rough version is fine and every deal is basically the same, AI won't save you enough to bother.

The real bottleneck is physical.

Printing, notarizing, chasing signatures, hitting a delivery deadline — AI doesn't touch any of that. Be honest about how much of the pain is the writing versus the logistics.

You're not willing to feed it your real material.

Hold back your pricing, your calls, and your past proposals, and it goes right back to making it up.

If you're the rainmaker

If you still write the proposals, that's what we fix. We wrote up how we did it in our own shop, mistakes and all. [Read the full story](#). Or if you'd rather skip ahead and talk it through, we're glad to — no pitch.

TALK IT THROUGH WITH US

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Proposals and RFPs not your bottleneck? If another workflow is eating your senior people's time, that's worth a conversation too. Tell us what it is.