

# Once Upon (an RFP)

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## Monthly Newsletter, Volume 1, October 1, 2019

Dear Friends,

I hope this finds you well.

Autumn officially arrived in the Chicago area last week. The daily high temperatures are still alternating between Summer warmth and Autumn cool.

Once the sun begins setting, however, there is no doubt that Autumn is here. And soon the leaves will begin to turn and delight us with a symphony of color.

Does your business' fiscal year end on December 31? Is October the start of a big push to meet revenue goals?

We seem to spin faster and faster as the end of the calendar and fiscal years bring more demands in our work and personal lives. After all, we have business goals to meet and holiday memories to make.

I'd like to invite you to take a little time every day to slow down, practice gratitude and appreciate the little things. Sometimes that makes all the difference in our ability to keep going when we feel the odds might be against us.

I want to tell you how much all of us at Once Upon an RFP appreciate you. Thank you for inviting us into your inbox and gifting us with your precious time.

I always appreciate the gift of recommendations for good reads. Below are links to few articles related to proposals, business and balance, and a book that we've read and loved. We hope you enjoy them.

Wishing you a beautiful October.

Kind regards,



Caryn Kent Dean  
Founder, Once Upon an RFP

P.S. Interested in learning how we can support your business with proposals or RFP responses? Please reach out. We offer a free 30 minute consultation that you can request by emailing [info@onceuponanrfp.com](mailto:info@onceuponanrfp.com), calling 312.883-3007 or online at <https://www.onceuponanrfp.com/contact-us>.

## GOOD READS

### *PROPOSALS*

[Resonate. Differentiate. Substantiate. What is a value statement and why is it valuable?](#)

by Devin Dukes and Nicole Shaffer, CP APMP, August 12, 2019, [Winning the Business by APMP](#)

### *BUSINESS*

[3 Purpose-Driven Ways to Increase Your Company's Productivity](#)

By Jennifer Spencer, September 26, 2019, [Entrepreneur](#)

### *BALANCE*

[Scientifically Proven Benefits of Gratitude that Will Motivate You to Give Thanks Year Round](#)

by Amy Morin, November 23, 2014, [Forbes.com](#)

### *BOOK*

[Embrace your Magnificence](#)

by Fabienne Frederickson, ©July 2013, Hay House