

# Once Upon (an RFP)

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Monthly Newsletter, Volume 1, February 2020

Dear Friends,

The excitement of the New Year has come and gone. January has flown by, a whirlwind of new goals and opportunities.

February may be dreary for us in the Midwest, but the spirit of Valentine's Day lurks just around the corner. A chance to let our loved ones know just how much we appreciate them.

Use this time of pink hearts and roses to give those around you some love and be sure to practice self-love this season too.

Are you feeling overwhelmed trying to keep up with your New Year's Resolutions? Have you been a bit too busy to hit the gym every day, but you submitted that proposal on time because you dug in and worked late into the night?

Reframe your goals in a way that keeps you positive. Allow yourself a Saturday lie-in to feel refreshed and give your all to your friends and family. And remember that you are deserving of love and appreciation, especially from yourself.

Don't beat yourself up for feeling overwhelmed or unmotivated. Reframe your focus and look for solutions. Asking for help might be just the thing you get to do.

Would you like help to address those RFP curveballs in your business?

Are there too many RFPs in play for your team to manage effectively? We have experts to help you field those.

Are you wondering how you are going to grow your pipeline through RFPs? We can guide you through the process.

At Once Upon An RFP, we're here to help you refocus and reframe how you respond to these curveballs. We'd love to help set up a plan of attack to reach your goals!

It is with kindness in our hearts that we send this newsletter. Thank you for taking the time out of your busy schedule to read this newsletter. We hope you take the time to give yourself some much-needed attention.

We hope you liked last month's recommended reads. Below are links to a few articles related to proposals, business, and gratitude, as well as a book that we've read and loved. We hope you enjoy them, too.

Wishing you a beautiful February!

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.

Schedule yours today at <https://www.onceuponanrfp.com/contact-us>.

## GOOD READS

### *PROPOSALS*

[3 Tips to Up Your Game with Proactive Sales Proposals](#)

by Ganesh Shankar, January, 23, 2020, [Winning the Business by APMP](#)

[Jargon in Proposals: How to Avoid Trouble](#)

by David Seibert, January, 23, 2020, [APMP Greater Midwest Chapter Blog](#)

*BUSINESS & BALANCE*

[Prioritize Yourself](#)

by Margaret McGuire, January 6, 2020, [APMP Greater Midwest Chapter Blog](#)

*BOOK*

[Excuse Me, Your Life Is Waiting](#)

by Lynn Grabhorn, © 2009, Hampton Roads Publishing

Special thanks to Stefan Cosma on Unsplash for the photo