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| --- |
| Title: Headline the Story |
| Subtitle: Build on the Title |
| Target: State Your Goal |
| Secondary Targets: Clarify Your Goal |
| Rationale: Who, What, Where, Why, and How |
| Financial: Spell Out the Numbers |
| Status: Where the Deal Stands Now |
| Action: If You Don't Ask for Something, It's Not a Proposal |
| Date & Signature |

**One Page Proposal Template**