

How to Generate Content for Proposal Deck Slides

Purpose

- To ensure proposal deck slides are clear, professional, and tailored to each client.
- Following this SOP:
 - Builds trust and highlights our value.
 - Saves time by reducing errors and revisions.
 - Aligns the deck with client needs instead of feeling generic.
- If not followed, decks may look unpolished, miss key points, or fail to close deals.

Inputs

- Access to **ChatGPT**
- **Discovery call transcript** or detailed notes
- Access to [Beautiful.AI](#)
 - Email: *****
 - PW: *****
- Proposal deck prompt for ChatGPT:

“Please generate a tailored proposal presentation based on what the client shared. The deck should include: (1) Cover Slide with GSD Ninjas branding and personalized ‘Proposal for [School Name],’ (2) Client Challenges summarized in their own words, (3) Our Recommended Solution using the 3-Part Model — Strategy, Systems, Support — linked to their challenges, (4) What’s Included with deliverables matching their needs, (5) Investment showing package pricing (Focus or Growth) or a project estimate with optional Value Stack comparison, (6) Proof & Trust with a relevant case study or testimonial, (7) Next Steps from proposal acceptance through onboarding, and (8) Closing Slide with an inspiring message and CTA. Write exact slide wording (headline, bullets, suggested visuals) so content can be dropped directly into the deck. Keep it

short, client-centered, and confident.”

Procedure

Step 1: Generate Slide Content in ChatGPT

- Paste the discovery call transcript into ChatGPT.
- Apply the provided proposal deck prompt.
- Save the generated output for reference.

Step 2: Duplicate the Proposal Deck Template in Beautiful.AI

- Log in to Beautiful.AI.
- Duplicate the standard Proposal Deck template.
- Rename the copy with the client/school name for easy tracking.

Step 3: Populate Slides with ChatGPT Content

- Copy each section (cover, challenges, solution, deliverables, etc.) into the correct slide.
- Adjust formatting to ensure slides remain clean, consistent, and professional.

Step 4: Review Slides for Quality

- Read through every slide for clarity, grammar, and flow.
- Ensure visuals align with branding and add suggested icons/images where relevant.

Step 5: Share the Deck for Review

- Generate a shareable link in Beautiful.AI.
- Confirm permissions allow the Project Manager (PM) to view and comment.
- Post the link in the assigned task or send directly to the PM.

Outputs

A client-ready proposal deck draft that:

- Accurately reflects client needs and goals from the discovery call.
- Is structured with clear sections (recap, solution, deliverables, pricing, proof).
- Uses consistent branding and professional formatting.
- Requires only minor adjustments, not a full rewrite.

FAQs

Q1: What if the discovery call transcript is incomplete?

A: Use available notes and highlight missing details. The PM can fill in gaps during review.

Q2: Where can I get the transcript?

A: Check with your Project Manager — they'll provide access or send you the link directly.

Q3: What if ChatGPT output is too long for slides?

A: Shorten text into headlines and 3–4 bullet points max per slide. Decks should remain concise and scannable.

Q4: Can I change the visuals suggested by ChatGPT?

A: Yes, choose visuals/icons that best match the client's brand while keeping slides clean.

Q5: What if Beautiful.AI doesn't load the template?

A: Check your login, internet connection, and permissions. If issues persist, notify the PM immediately.

Q6: Who gives final approval of the deck?

A: The Project Manager reviews first. Once approved, the deck can be sent to the client.

Next Step

Once your proposal deck is approved, follow the SOP: [How to Send the Proposal to the Client](#) to ensure proper delivery and tracking.