



Request for Proposal

5 Steps to Finding Your Purpose
October 11th, 2018

Issued by: BootStrap Publications
Representative: M Dorsett
M Dorsett
Info@chibur.info
(305) 857-5913

Introduction & Background:

BootStrap Publications, a boutique publisher based in Miami, FL, is in need of a social media calendar. For a spiritually based, self-help book titled 5 Steps to Finding Your Purpose and is accepting proposals in response to this request for proposal in order to find a qualified source to provide a social media calendar. Our goal with this book is to:

- Sell 100,000 copies, generating \$50,000 in profit, and make the New York Times Best Sellers List
- Market to older millennials and younger gen x women ages 25-40
- Spread the gospel and help educate individuals about Jesus
- Inspire people to be their best and understand that they have a purpose in life
- Increase Author client base and position Author to receive more speaking engagements

The objective of this request for proposal is to locate a source that will provide the best overall value to BootStrap Publications. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the evaluation factors section below.

Submission Guidelines & Requirements:

The following submission guidelines & requirements apply to this Request for Proposal:

- Proposal should not exceed 1 page. Proposal must provide an overview of the proposed solution.
- Proposal must include project schedule and timeline, milestones, and list of deliverables.
- A price proposal must be provided that is not more than 1 page. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should BootStrap Publications decide to award a contract on an hourly rate basis.
- Proposal must be signed by a representative that is authorized to commit bidder's company.
- If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
- Proposal must be received prior to October 19th to be considered.
- Proposal should breakdown cost of deliverables individually.
- Proposal must remain valid for a period of 30 days.

Project Description:

The purpose of this project is to prepare a full social media calendar for 3 months time across multiple platforms, but focus primarily on Instagram. We are looking to work with someone who can offer consulting guidance on the clients current Instagram account, automating the posting schedule, uploading the created

posts, assistance with creating posts, identifying best practice hashtags to achieve our goals and increase engagement.

Acceptance is contingent on the following acceptance criteria:

- Successful submission of a proposal in response to this request
- Availability to complete work in required time frame
- Personal connection to the project
- Cost

Other evaluation factors include:

- Relevant past performance/experience
- Samples of work
- Expertise of bidder or firm
- Ability to convey excitement to work on this project

The Request for Proposal timeline is as follows:

The need-date for project completion is October 29th, 2018. Bidders may propose a date earlier or later, and will be evaluated accordingly.

Budget:

Bootstrap Publications budget for the project is \$270.