

FINAL 3-WEEK SEQUENCE

Day 0 — Email 1 (Identity + Awareness)

Subject: RFP patterns

Structured RFP workflows assume the proposal determines the result.

A different layer decides earlier.

A small set of requirements filters submissions before evaluation begins.

The result is decided before that effort is ever considered.

Day 2 — Email 2 (Pattern Confirmation)

Subject: Following up

Across repeated submissions, the same pattern holds.

Evaluation rarely determines the outcome.

Earlier filters remove submissions before they are fully considered.

The decision is made before evaluation begins.

Day 4 — Email 3 (Hidden Mechanism)

Subject: Earlier stage

What appears procedural carries decision weight.

Administrative requirements act as early filters.

They do not stand out during review.

They determine eligibility before selection begins.

Day 6 — Email 4 (Decision Shift)

Subject: Selection

Recognition shifts how opportunities are approached.

Resource allocation becomes uneven.

Some opportunities are deprioritized before time is invested.

Without that visibility, effort is committed after the decision is already made.

Day 8 — Email 5 (Effort vs Outcome Tension)

Subject: Effort

Well-structured proposals do not guarantee consideration.

Time and effort are applied correctly.

Another layer determines the outcome.

When that layer is missed, effort accumulates without impact.

Day 10 — Email 6 (Controlled Realization)

Subject: One example

One example reveals the pattern.

The same points appear across most submissions, regardless of team or effort level.

Once seen, they are difficult to overlook again.

Day 12 — Email 7 (Ownership + Exit)

Subject: Closing the loop

Recognition leads to adjustment.

Decisions become controlled before effort is committed.

The difference is not execution.

It is what is seen early.

LINKEDIN FLOW

Connection

RFP workflows reveal consistent patterns over time.

DM 1

Evaluation appears to determine the result.

A different layer decides earlier.

DM 2

The difference is rarely effort.

It sits in requirements that do not stand out initially.

DM 3

One example reveals the pattern.

After that, submissions are approached differently.