

## Effective Proposal Writing

Duration: 1 day

### Overview:

Writing succinctly, creating 'cut through' or persuading specific audiences are not skills learned in high school or university. Yet such skills in writing proposals can pay big dividends to organisations through time saving, clarity of message and the removal of frustration. Further, proposals are responsible for the future business growth or survival of most organisations, so these skills are crucial to writing proposals that win business or gain access to vital resources on internal projects.

This one day course follows on from the writing processes taught in the 'Dramatic Grammatics' and 'Write it Right' programs. It focuses on taking writing to the next level. Combined with a calculated structure, lots of practice and examples, individuals gain the confidence and competence in writing high-quality proposals.

### Target Audience:

This course is ideal for anyone who needs to write clearly, succinctly and achieve their objective, including Account Representatives and Managers, Business or Systems Analysts, Technical Specialists, Consultants, Sales and Marketing Professionals, Executive Assistants and Pas, Researchers, Financial Analysts and Auditors.

### Session One: Introduction and Course Overview

### Session Two: Revision of Writing Process

- Brief Review of 'Write it Right for Business' Writing Process

### Session Three: The Third Stage – Writing Tips

- The Nine Rules
- Paragraphs
- Unity
- Coherence
- Emphasis

### Session Four: Writing Proposals

- The Differences when writing proposals
- Proposal Formula
- The ten steps of Proposal writing
- Clarify your objectives
- Analyse your audience
- Get your thoughts on paper
- Group and label your thoughts
- Sequence your thoughts
- Make an Outline
- Write your draft down
- Edit
- Add the finishing touches
- Proofread and edit

### Session Five: Proposal Format

- Creating a Proposal Outline

### Session Six: Persuasive Techniques

- 'You' perspective
- Words that convince
- Steps in the Persuasion Process

### Session Seven: The Finishing Touches

- Dealing with Tough Questions
- Practical Application Checklist
- Editing, Proofing and Publishing

### Exercise: Cumulative Action Plan

### Exercise: Practical Application Checklist

### Exercise: Creating a Proposal

### Exercise: Resultant Action Plan