

Keys to Proposal Writing

Does proposal writing make you groan?

Are you afraid your writing is not compelling enough to persuade?

Whether you're trying to secure buy-in for a business plan, get funding for a new in-house project, or close a major sale – you'll need a clear, concise, compelling proposal to meet your objectives.

The good news: Persuasive proposal writing is a teachable skill, with specific, standardized elements.

The secret: Readability is everything. Learn to make your proposals reader-centric.

BRODY's Keys to Proposal Writing reviews the standard elements of effective proposal writing. Participants will write and revise a sample proposal, ensuring they are composing complete, organized, and compelling messages that spur readers to action.

Learning Outcomes

Participants who complete this program will be better able to...

- Create proposals that embody best business writing and sales practices
- Plan -- there's a purpose and a proven template; a beginning, a middle and an end
- Tailor proposals to their audience members, their values, the stakeholders, their needs, and ultimately, their solution and how it benefits others
- Respect their readers' time but give them everything they need
- Write proposals that engage, captivate, inform, persuade and move readers to action because they're readable, and thoughtfully presented

Target Audience: Sales and professional staff responsible for writing detailed proposals to management and clients

Content:

- Overview of good business writing
- Ensuring readability
- Proposal writing
 - purpose
 - elements
 - methodology
- Guidelines for an executive summary

Materials: customized workbook and *Write it Right: Business Writing for Results* “mini” book by Marjorie Brody