

OUTLINE

Proposal Writing Course

Lesson 1

Getting Started

- Icebreaker
- Housekeeping Items
- Workshop Aims

Lesson 2

Recognizing Proposals

- What is a Proposal?
- The Proposal Writing Process
- Kinds of Proposals
- About Requests for Proposals

Lesson 3

Starting the Proposal Writing Process

- Assessing Your Goal and Your Audience
- Performing a Needs Analysis
- Composing the Goal Statement

Lesson 4

Preparing an Outline

- A General Format
- Special Sections
- Developing a Framework
- Getting Down to Details

Lesson 5

Finding Facts

- Identifying Resources
- Using the Web as a Resource
- Organizing Your Information

Lesson 6

Writing Skills (I)

- Spelling and Grammar
- Working with Words
- Constructing Sentences
- Persuasive Writing

Lesson 7

Writing Skills (II)

- Creating Paragraphs
- Creating Strong Transitions
- Construction to Conclusions

Lesson 8

Writing the Proposal

- Educating the Evaluator
- Ghosting the Competition
- Using Illustrations

Lesson 9

Assessing for Readability

- Assessing for Clarity
- Reading for Your Audience
- With the Readability Index

Lesson 10

Proofreading and Editing

- Proofreading Like a Guru
- Editing Techniques
- Assessing the Facts
- The Power of Peer Review

Lesson 11

Adding the Final Touches

- Our Best Typesetting Tips
- Reaching a Professional Look and Feel
- Making the Last Package

Lesson 12

Wrapping Up

- Words from the Smart
- Lessons Learned
- Completion of Action Plans and Tests

This course can be fully customised for your business team.
Please contact us for more details and our team will happy to assist.

www.paramountplus.com.au

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