

Proposal Writing

Identifying Your Purpose and Your Audience

Your proposal should have a single goal in mind. What exactly will the proposal do? Some examples:

- Convince a customer to buy the WidgetMaster 3000
- Convince a customer to hire you to demolish a building
- Outline the meal planning services that your company provides

Writing the Goal Statement

Once the needs analysis is complete, it's time to write the goal statement. This will help you understand what you want to achieve.

First, identify the type of proposal. Throughout this course, we will be focusing on a generic proposal. However, having a more defined type in mind will help you create a more successful proposal. You may choose a type discussed in the previous module (technical, sales, cost, or professional service), or it may be of a different type altogether (such as a non-profit grant proposal).

Next, add in the purpose of your proposal. Finally, bring it all together into the goal statement. This statement typically takes the form: Our <type of proposal> will convince the reader to <desired end result>.



Using Illustrations

A picture is worth a thousand words... if it is done correctly. Let's look at some tips.

Some overall tips for diagrams:

- Only use an illustration if it helps to convey your point.
- Make sure to use the proper type of illustration, particularly if you are using a chart.
- Each illustration should convey one major point.
- Where possible, construct diagrams using a computer.

If your proposal includes many illustrations, number each sequentially and include a Table of Figures at the beginning of your proposal. (Many word processors can do this for you automatically.)