

Proposal Writing Tips

Tips for Proposal Writing Success



Proposal Writing Quick Tips

Consider the Reading Style of the Receiver

Skimming—white space, headings, ragged right margin

Search—bold lists, examples

Critical—transitions, type style, spacing

Appearance

White space—divide into digestible chunks

Headings—match for ease of reading

Margins—ragged right, size of margins per guidelines

Lines—line spacing per guidelines

Use of page number and placement on page per guidelines

Bold type—easier to read than italics or capital (avoid overuse)

Lists—bullet or number

Font size—follow guidelines—if not listed use 11 pt. or 12 pt.

Acronyms—spell out all acronyms on the first reference

Editing and Proofing

Wait 1-2 days after completion to edit proposal from a new perspective

Revise

Reduce

Rearrange

Rewrite

May involve an outside reader

Have those less familiar proofread to see if it is understandable

Read aloud

Transitional Words and Phrases

Help to link ideas and understand the logic in the proposal

Additions—also, again, and, and then, besides, equally important, even more, finally, first, further, furthermore, in addition, last, lastly, likewise, moreover, next, or, second, secondly, then, third, too

Example—as an illustration, for example, for instance, incidentally, indeed, in fact, in other words, in particular, that is, to demonstrate, to illustrate, specifically

Result—accordingly, as a result, because, consequently, due to this, hence, for that reason, in short, on account of, otherwise, that caused, that produced, then, therefore, thus, truly, since, so

Summary—as a consequence, as a result, finally on the whole, hence, in brief, in conclusion, in short, in summary, therefore, thus, to conclude, to sum up, to summarize

Time—after, during, following, now, subsequently, when, while

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