

Proposal Writing: Structure, Persuasion & Editing

Learn to plan, structure, write and edit persuasive proposals, from needs analysis through outlining, drafting and final proofreading.

12

MODULES

39

TOPICS

COURSE OVERVIEW

This course examines what a proposal is, the proposal writing process, types of proposals and requests for proposals, before moving into identifying purpose and audience, performing a needs analysis and writing goal statements. It then covers preparing an outline and framework, finding and organising facts, and core writing skills including grammar, word choice, sentence construction, persuasive writing and voice, followed by paragraphs, transitions and conclusions. Later modules address writing the proposal itself, checking for readability and clarity, proofreading and editing techniques including peer review, and adding final touches such as typesetting and packaging.

WHO THIS COURSE IS FOR

Proposal Writers

Business Development Professionals

Technical Writers

Grant Writers

Sales Professionals

LEARNING OBJECTIVES

- Explain what a proposal is and describe common proposal types
- Identify purpose and audience for a proposal
- Apply needs analysis to develop a goal statement
- Prepare an outline using a general format and special sections
- Organise information gathered from research resources
- Apply persuasive writing techniques and control voice
- Assess proposals for clarity and readability
- Apply proofreading and editing techniques including peer review

12 Modules, 39 Topics

01

Getting Started

TOPICS

Pre-Assignment Review · Workshop Objectives

02

Understanding Proposals

TOPICS

What is a Proposal? · The Proposal Writing Process · Types of Proposals · About Requests for Proposals

03

Beginning the Proposal Writing Process

TOPICS

Identifying Your Purpose and Your Audience · Performing a Needs Analysis · Writing the Goal Statement

04

Preparing an Outline

TOPICS

A General Format · Special Sections · Creating a Framework · Getting Down to Details

05

Finding Facts

TOPICS

Identifying Resources · Using the Internet as a Resource · Organising Your Information

06

Writing Skills, Part One

TOPICS

Spelling and Grammar · Working with Words · Constructing Sentences · Persuasive Writing · Mastering Voice

07

Writing Skills, Part Two

TOPICS

Creating Paragraphs · Creating Strong Transitions · Building up to Conclusions

08

Writing the Proposal

TOPICS

Educating the Evaluator · Ghosting the Competition · Using Illustrations

09

Checking for Readability

TOPICS

Checking for Clarity · Reading for Your Audience · Using the Readability Index

10

Proofreading and Editing

TOPICS

Proofreading Like a Pro · Editing Techniques · Checking the Facts · The Power of Peer Review

11

Adding the Final Touches

TOPICS

Our Top Typesetting Tips · Achieving a Professional Look and Feel · Creating the Final Package

12

Wrapping Up

TOPICS

Words from the Wise · Your Notebook

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

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