



Proposal Writing Workshop

A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice. Your participants will explore the proposal writing process including the most common types of proposals.

The Proposal Writing workshop will take participants through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.

Workshop Objectives:

- Identify the purpose of a proposal
- Identify different types of proposals
- Identify and perform the steps in the proposal writing process
- Perform a needs analysis and write a goal statement
- Prepare a proposal outline
- Improve their writing skills with a variety of techniques
- Use appropriate resources and ghosting to build a strong case
- Add illustrations to their proposal
- Proofread and edit their proposal
- Add the finishing touches to create a professional-looking final product

For more information or to reserve your spot in this workshop, please contact:

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Module One: Getting Started

Workshop Objectives
Pre-Assignment Review

Module Two: Understanding Proposals

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

Module Three: Beginning the Proposal

Writing Process

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

Module Four: Preparing An Outline

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

Module Five: Finding Facts

Identifying Resources
Using the Internet as a Resource
Organizing Your Information

Module Six: Writing Skills (I)

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

Module Seven: Writing Skills (II)

Creating Paragraphs
Creating Strong Transitions
Building to Conclusions

Module Eight: Writing the Proposal

Educating the Evaluator
Ghosting the Competition
Using Illustrations

Module Nine: Checking for Readability

Checking for Clarity
Reading for Your Audience
Using the Readability Index

Module Ten: Proofreading and Editing

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

Module Eleven: Adding the Final Touches

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

Module Twelve: Wrapping Up

Words from the Wise