



PROPOSAL AND SUBMISSION WRITING

Duration

At our public venue: 14 hours (2 days)

In-house: customised to your needs

Benefits

Proposal and Submission Writing includes all the elements of **Business Writing Essentials**. It then continues with a series of writing applications and exercises to show you how to apply the 'toolkit' to your own document types. Our course will provide you with

- Greater writing confidence
- Time to writing your proposals and submissions with extensive feedback from our professional writing facilitator
- An interactive workshop using practical exercises, discussions and case studies
- Skill to produce a more professional, reader-friendly proposals and submissions

Program Content

Part 1 – Essentials

- Pre- and post-program assessment
- Writing purpose – value to the reader
- Organising your thoughts
- Readability
- Plain English, active or passive voice, grammar
- Structure and layout, including Front-Focus
- Image, language and tone
- Padding and punctuation
- Evaluate documents quantitatively and qualitatively

Part 2 – Proposal and Submission Writing application exercises

- Rewriting your own documents by applying the **Essentials**
- 1:1 facilitator feedback
- Mind Mapping as a tool for document planning
- Writing a cover document
- Structuring a proposal or submission
- Power language
- AIDA
- Persuasive paragraphs



Outcome

- Define the purpose of a proposal in terms of desired reader response
- Discuss and apply the factors that persuade readers to buy or act
- Write a persuasive document that leads to a 'yes'
- Significantly reduce your writing time
- Write with greater confidence and look more professional
- Review and edit your proposals and submissions