Writing Winning Proposals

Persuading Your Readers to Approve Your Request

Convincing readers to say "yes" to a request is very challenging for proposal writers, especially when they have a lot of information to convey. The secret to writing winning proposals is to apply persuasive thinking and writing techniques so that the key "ask" remains the primary focus and does not get buried in informational detail.

This program helps busy proposal writers develop the special mindset and skills needed to write clear, focused and convincing proposals that increase the likelihood of reader approval. The ideas, tips and techniques you will learn apply to any type of proposal—from short recommendation documents written to your boss, to formal RFPs competing for funding or selection as a business partner.

Online Program Format

This one-day program includes facilitator-led sessions in real time, with ample breaks provided. Sessions are highly interactive, using polls, discussion, and a balance of individual practice and team writing activities in virtual breakout rooms for peer and facilitator feedback. You will also have access to practical proposal-writing checklists and templates to help you up your chances of success.

Audience

This program is designed for anyone who writes informal or formal proposals, with or without authority, and wants to increase their approval success rate.

Takeaways

- Understand the difference between writing to inform and writing to persuade
- Recognize what your reader needs to hear for them to approve your request
- Write more focused, compelling proposals with a clear "ask"
- Identify essential vs. non-essential information to include
- Organize your proposal for more efficient reading
- Apply a variety of proven practices for increasing reader engagement and commitment
- Make the most of your available time when writing proposals of any kind

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Program Content

Module 1: Characteristics of a Winning Proposal

- From a reader's perspective
- From a writer's perspective
- Persuasive vs. Informative writing
- Motivating readers to say "yes"

Module 2: Following a Systematic Process to Persuade

- Four key steps to persuading your reader
- Building your argument
- Eliminating unnecessary information

Module 3: Organizing Information to Support Your Recommendation

- Choosing between two options; advantages and disadvantages of each
- "Chunking" information with talking and topic captions
- Incorporating supporting data and visuals
- Using effective transitions to reinforce the "ask"

Module 4: Polishing Your Proposal

- Refining the content
- Formatting the final version
- Checklists and templates for reference

Special Features

The interactive format offers a good balance of tools, techniques, discussions, hands-on writing practice and constructive feedback from the program leader. You'll also receive checklists and templates for writing a variety of semi-formal and formal proposals, with and without authority.

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Program Leader

Dr. Gail Levitt is President of Levitt Communications Inc. An influential leadership expert and author, she coaches individual and teams to enhance their communications, leadership and productivity for peak performance. Acclaimed for her energetic and motivating teaching style, she has taught and written extensively on issues pertaining to leadership, team development, communication, business writing and creative problem solving. Her diverse clients include TD Bank, Loblaws, Home Depot, Telus, and numerous public sector agencies.

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