

Proposal and Submission Writing

This 2-day course includes all the elements of **Business Writing Essentials** and then continues with a series of writing applications and exercises to show you how to apply the 'toolkit' to make your own documents more influential and persuasive.

You will get many opportunities to rewrite your proposals and submissions with feedback from our professional writing facilitator.

This is an interactive workshop using practical exercises, discussions and case studies.

Who should attend?

For business and communications leaders who need to write persuasively to sell their ideas and messages.

Content

- 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

as well as writing application exercises covering:

- rewriting your own work documents by applying the Essentials
- 1:1 facilitator feedback
- Mind Mapping as a tool for planning
- writing a cover document
- structuring a proposal or submission
- power language
- AIDA
- persuasive paragraphs

Outcomes

You will learn how to:

- define the purpose of a proposal in terms of desired reader response
- discuss and apply the factors that persuade readers to buy
- write a persuasive document which leads to a 'yes'
- significantly reduce your writing time
- review and edit your proposals and submissions

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