



Writing persuasive project proposals

Our courses

Many good ideas go to waste simply because people can't sell them to key decision-makers. That's why writing business proposals that work is an essential skill. How compelling is your case? Will it get you what you want?

Constructing a persuasive argument

In this proposal writing workshop, we reveal how to write powerful arguments that promote the benefits of any kind of project. The course combines persuasive tips with practical exercises to help you master writing project proposals. The aim is to get your project the thumbs-up.

Picking the right course

This session covers all the essential elements of writing a tight business case easily and successfully. For help with tenders, bids and new business proposal writing, see our separate course, *High-impact tender and sales proposal writing*.



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Who is it for?

This course is for anyone who wants to persuade readers to buy, sell, sign off – or simply agree – a project.

How long is it?

One day + short one-to-one coaching session.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

What you'll learn

On this one-day course you will learn how to:

- set a clear objective
- make your proposal reader-centred
- choose an appropriate style
- encourage all decision-makers to read your proposal
- establish the need for what you are proposing
- build a logical, persuasive business case for your idea
- establish and build rapport
- give the document more impact
- write confidently and clearly
- construct sound, clear sentences
- leave a positive last impression.



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Course programme

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9.30 Introduction

- Welcome
- Course overview
- Thinking about different readers' needs
- Establishing clear objectives
- Identifying your key messages

10.45 Coffee

- Building a persuasive argument
 - Assembling the facts
 - Defining the opportunity or problem
 - Assessing the way forward
 - Addressing different readers' needs
 - Making the proposal flow
- Intros and endings
 - Writing an effective executive summary
 - Creating a positive last impression

1.00 Lunch

- Writing with impact
 - Being direct
 - Making your writing active
 - Avoiding inappropriate jargon
 - Being concise
 - Structuring clear sentences

3.30 Tea

- Using layout to draw in the reader
- Ensuring there are no mistakes
 - Perfect punctuation and grammar
 - Proofreading

Summary

5.30 Close

Influence your readers: how to write a compelling proposal and get your project the thumbs-up.