COURSE SYLLABUS

Writing Proposals People Want to Read Course (Self-Paced)

Turn your proposals from dull summaries into page-turning pitches that make clients excited to work with you.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/writing-proposals-people-want-to-read



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Course Outline

Module 1: Why a Proposal Wins or Loses Support

- Name the four jobs a proposal performs beyond describing your work
- Tell the difference between a deliverable you control and an outcome you can only influence
- Write a scope boundary specific enough that a reader can rely on it six months later

Module 2: Before You Write, Listening and Research

- Run a pre-proposal conversation using five moves that produce language you can actually use
- Capture a reader's exact words instead of your paraphrase, and spot the difference in a draft
- Research an unfamiliar reader or field quickly, using published interviews, open discussion, and mid-range reviews
- Recognize why solving the problem in the meeting weakens the proposal that follows

Module 3: A Structure You Can Reuse

- Apply a five-part proposal structure that stays the same for every reader
- Distinguish a reusable structure from a fill-in-the-blanks template
- Draft an opening that makes four specific moves and could not have been sent to anyone else

Module 4: The Problem Statement

- Map the three-act narrative structure onto a reader's own situation
- Sort raw interview notes into the three acts before you begin drafting
- Write a problem statement in the reader's own language that ends without giving away the solution

Module 5: Solution, Next Steps, and Proof

- Describe your solution in terms of the results a reader gets rather than the process you run
- Present next steps as a choice between named options rather than a single yes-or-no question
- Choose the success story that answers the specific doubt your reader is holding
- Judge how much of your method a particular reader actually needs to see

Module 6: Editing for Voice

- Apply the show-don't-tell test to a proposal draft
- Replace tired stock phrases with the specific facts underneath them
- Edit in three focused passes, and recognize when further editing starts removing value

Module 7: Follow Up and Your Repeatable Process

- Compare four follow-up techniques and judge which ones fit the setting you work in
- Apply a three-question test before any outreach, and know who gives the binding answer
- Run a seven-step proposal process the same way every time, from first conversation to follow-up
- Assemble everything into a one-page playbook, and complete the graded post-course assessment