Citation:

Thesis:
This chapter provides tips on ways to center your proposal on the reader and their needs. It also gives advice on how to prepare for and write a proposal.

Notes:
I. Two goals of proposals
   A. To persuade and to protect
II. Problems reader ask most often
   A. What’s the problem
   B. What’s the solution to the problem
   C. What’s the costs of your proposal
   D. Your capabilities are to deliver your proposal
III. Superstructure for proposal
   A. Introduction
   B. Objectives/solution
   C. Method, Resources, Schedule, Qualifications and Management
   D. Costs

Quotes:
“Think about the proposal from your reader’s perspective – not what you want, but what they want from it” (488).
“Crucial goal is persuading readers that the project... is important to them” (489).
“... more than about four people, you can make your proposal more persuasive by describing the management structure of your group” (498).

Questions:
On any part of the proposal, how do you decided when the topic is too broad or too in depth?

Connections:
This chapter will help us get started writing our class proposals in groups. Also, this chapter will help us prepare and write other proposals throughout our careers.