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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

PROPOSAL WRITING

By Tim North

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Writing to persuade is a tough task, but with a bit of planning it can be made easier and more effective.

When you try to persuade someone, often you'll be trying to do one of these three things:

- * confirm an existing belief;
- * challenge an existing belief; or
- * change an existing belief.

In order to be as persuasive as possible, it's important to decide before you begin writing which of these three you're trying to accomplish as they each need different strategies.

Clearly this is a topic that can have a great deal written about it, but here are a few starting points.

CONFIRMING

If you're trying to confirm a person's beliefs through your writing, don't simply provide them with information; rather, try to validate their beliefs and compliment them on them.

Try to make them feel comfortable, and remove any reason for them to doubt their existing choice. For example, you might say:

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I recommend that we continue these environmentally sound procedures.

Words like "sound", "tried and true", "trusted", "fiscally responsible" and "proven" reassure and subtly flatter the reader that their current choices are good ones.

CHALLENGING

If you're trying to challenge a person's beliefs, you'll try to persuade them to question them. You'll deliberately try to upset the status quo and shake things up a bit. For example:

Our belief that the leach pads are not leaking dangerous contaminants into the groundwater supply may be unfounded. I urgently recommend a research study to investigate this potentially damaging situation.

Here the language is deliberately worrying. Words like "leaking", "dangerous", "contaminants", "unfounded", "urgently" and "damaging" all combine to persuade the reader that the current situation must be investigated.

CHANGING

If you're trying to change a belief (the hardest of the three tasks), you'll have to be especially persuasive as it's human nature for people to resist such changes.

If the reader is to accept your argument for change then it may require him to admit (even if just to himself) that his current beliefs or practices are in error, and many people are deeply reluctant to do this. There are issues of loss of face, humiliation and status involved.

One approach to this problem is to be diplomatic and emphasise how existing practices were sound in the past but now need to change to meet new circumstances. For example:

Our existing security practices were well suited to conditions in the early to mid-nineties. The changes brought about by networking and the rise of the Internet, however, mean that it is now time to change our attitudes. We need to recognise the mission-critical importance of heightened I.T.

security.

Note that this appeal is polite and non-threatening. Also it uses inclusive words like "we", not "you". Hopefully, accepting it won't be perceived as losing face.

You'll find over 200 tips like this in Tim North's e-book **BUSINESS PROPOSAL WRITING MADE EASY**. It's just \$9.95 and comes with a 30-day, money-back guarantee. <http://www.scribe.com.au/ebooks.htm>

How to write a successful business proposal

By Stefan

The words "business proposal" are expected by any sales representative, marketing or public relations person. Even if writing a business proposal doesn't represent a very pleasant activity, marketing representatives are happy to do it as they see a potential business opportunity.

The best business proposal is made by having direct contact with the client. However, there are situations in which direct contact with the client is not possible. In this case, some suggestions are required.

Things you need to take into consideration before sending a business proposal :

1. Start by writing a business proposal by creating a short and convincing summary of the document in question
2. concentrate more on the results rather than process and methods. A client will buy tools and methods only when they are convinced that you can obtain the results they want.
3. Be generous with your ideas and show your inventivity.
4. The length of the business proposal doesn't matter much. What matters is quality! Business proposals are accepted based on their quality.. not quantity.
5. The contents of the business plan needs to refer to the client and solving the client's problem.
6. Check and recheck if all information written in the business plan are valid and to the point.
7. Pay attention to the smallest details, stay away from stereotypes, use good quality paper and make sure you send your business plan on time.
8. After you write the business plan, wait on day and pay more attention to it, read it again and again until you are satisfied.

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9. Write a real business plan based on what you actually can offer to the potential client. This will help avoid having unsatisfied clients and unpaid bills!

Writing a business plan is necessary. A well written business plan can play a decisive role in winning a project, while a bad written business plan can lead to failure, even when everything concerning your sales activities went excellent.

This article was written by Stefan D. the owner and developer of
and

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