



Proposal Development Workshops

Research
Development

EVENTS

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PROPOSAL DEVELOPMENT WORKSHOPS: CREATING A CULTURE OF PROPOSAL SUCCESS

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To **REGISTER** and view the Proposal Development Workshop series, visit: <https://researchacademy.asu.edu/events/pdw1>

GENERAL INFO

Presented by: Faye Farmer, Executive Director, Research Development

Date: Tuesday, November 30, 2021

Time: 3:30pm - 4:30pm

PROPOSAL WRITING I (Persuasive Writing) - WORKSHOP #6

Discover persuasive writing techniques and useful ways of framing your text to keep the reader's interest.

Staring at a blank page can be overwhelming and intimidating. Reading text that is dry and not engaging is worse!

Proposals are designed to convince the reviewer that what you are proposing is reasonable, achievable, and incredibly compelling. The world must fund your work!! Reviewers want to believe in the promised impact of your research project. You want them to believe so strongly that they recommend you for funding above and beyond those other proposals in the pile they are slogging through.

There are a host of small tweaks to our writing that can change dry text to more persuasive text. There are also some major structural text changes you can make so that the reader is instantly engaged and encouraged to read on, specifically, the concepts of "benefit statements" and "win themes". This webinar will introduce you to both the easy and the more complicated approaches to persuasive text.

Attend this webinar if you're interested in learning more about how to frame your proposal narrative, if you've never written a proposal before, or are interested in revising your existing proposal text to make it more persuasive.

OFFICE HOURS

Friday, December 10, 2021 | 2:30pm - 4:00 pm

During office hours, we will have the opportunity to review these and other tips and tricks for bolstering proposal text to keep the reader engaged.

Attend office hours anytime, no need to RSVP! [Join office hours directly at http://bit.ly/ASU-RD-Events](http://bit.ly/ASU-RD-Events)