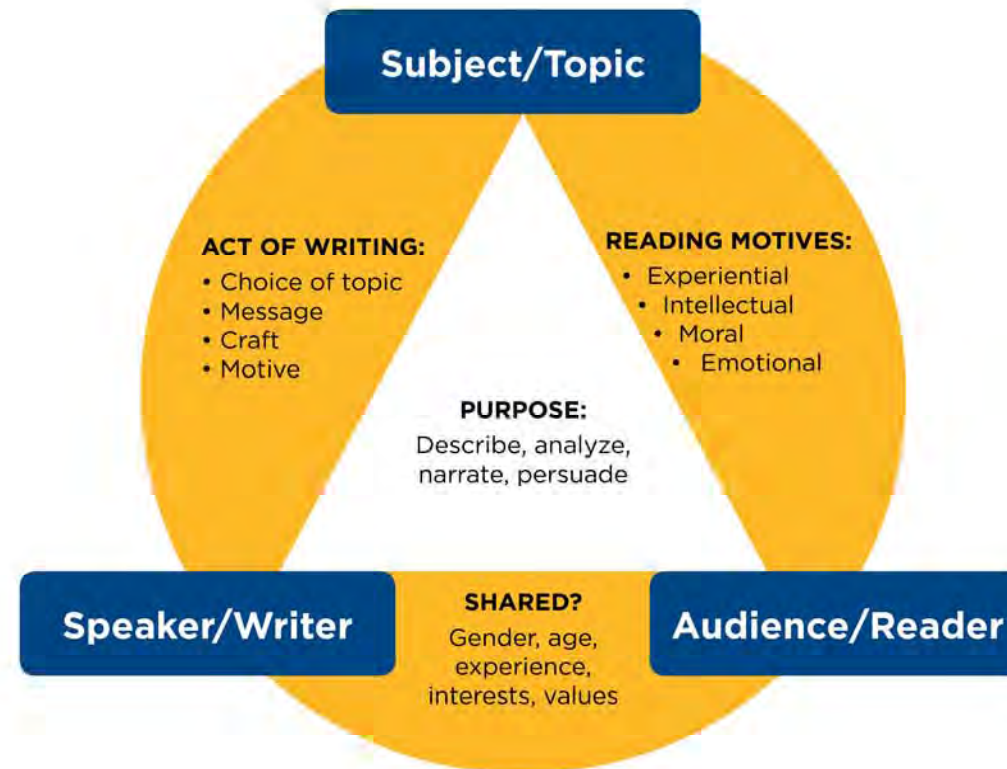


# It's Still All About the Writing: Revising, Editing, and Strengthening Proposal Elements

## Writing Process



## Rhetorical Triangle



## Tips

1. Consider your purpose.
2. Understand your audience.
3. Express extreme clarity.
4. Use concrete examples.
5. Avoid jargon; define terms.
6. Vary sentence structures.
7. Cut the clutter.
8. Anticipate audience questions.
9. Use headings to guide readers.
10. Pictures **are** worth 1000 words.

