IT'S ALWRITE! · STUDY GUIDE · TEXT TYPE 14 OF 18

Proposals

IN A SENTENCE A proposal asks someone with authority to say yes.

LAYOUT TEMPLATE

Proposals

Use this skeleton to plan your proposal. The numbers follow the order of the sections.

1 Proposal title

Proposal for …

2 To

3 From

4 Date

5 Subject

6 Introduction

what you propose + why, in brief

7 Background / the need

the problem + evidence

8 The plan

what · who · timeline

9 Costs + resources

how much · who pays

10 Benefits + concerns

why it's worth it · answer objections

11 Conclusion

· *request approval*
· *offer to meet*

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.