

Proposal

Useful Language

Introducing the Proposal

OPENING:

THE AIM OF THIS PROPOSAL IS TO...
THIS PROPOSAL OUTLINES...
THE PURPOSE OF THIS DOCUMENT IS TO...

BACKGROUND:

CURRENTLY, THERE IS A NEED FOR...
RESEARCH SHOWS THAT...

Presenting Ideas

SUGGESTING:

IT IS RECOMMENDED THAT...
ONE POSSIBLE SOLUTION WOULD BE...

ADVANTAGES:

THIS WOULD HAVE THE ADVANTAGE OF...
THE MAIN BENEFIT WOULD BE...

JUSTIFYING:

THIS APPROACH IS JUSTIFIED BECAUSE...
THERE ARE SEVERAL REASONS FOR THIS...

Concluding

RECOMMENDING:

IT IS STRONGLY RECOMMENDED THAT...
BASED ON THE ABOVE, WE SUGGEST...

CONCLUDING:

IN CONCLUSION, THIS PROPOSAL
DEMONSTRATES...
TO SUMMARIZE, THE PROPOSED
CHANGES WOULD...

Criteria

TONE: FORMAL AND PROFESSIONAL, BUT PERSUASIVE.

STYLE: CLEAR, STRUCTURED WITH HEADINGS. PERSUASIVE BUT FACTUAL.

COHERENCE: LOGICAL ORGANIZATION WITH CLEAR SECTIONS AND SMOOTH FLOW.

ACCURACY: PRECISE LANGUAGE, CORRECT DATA, AND PROFESSIONAL PRESENTATION.

Structure

TITLE
RELEVANT TO TOPIC

Introduction

- CLEAR PROPOSAL TITLE
- STATE PURPOSE IMMEDIATELY
- BRIEF BACKGROUND/CONTEXT
- OVERVIEW OF WHAT FOLLOWS

Paragraphs 2-4

- CLEAR HEADINGS FOR EACH SECTION
- DETAILED DESCRIPTION OF IDEAS
- BENEFITS AND ADVANTAGES
- POSSIBLE CHALLENGES ADDRESSED
- SUPPORTING EVIDENCE/DATA

Ending

- SUMMARY OF KEY POINTS
- CLEAR RECOMMENDATIONS
- NEXT STEPS/ACTION PLAN
- CALL TO ACTION