



How to Write Reports and Proposals

Janis Fisher Chan, Diane Lutovich

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Who needs this book? Anyone who writes or edits reports or proposals, including technical reports, marketing reports, funding proposals, R&D reports, financial reports, and responses to RFP's. HOW TO WRITE REPORTS AND PROPOSALS is a complete training program that can be used as self-study, as the text for classes, as a "refresher," or to conduct tutorials. You'll learn practical techniques and strategies you can use immediately to plan and write reports and proposals that include the right information, organized in the right way. You'll find clear examples and explanations as well as practice exercises with immediate feedback and suggestions for applying techniques to job-related writing projects.

When you finish this book, you'll be able to:

- * Get started by evaluating readers; clarifying the readers' most important question; and identifying report sections
- * Determine what information to include in each report section and organize it logically
- * Use lists, charts, graphs and visuals to communicate information efficiently
- * Write useful headings and subheadings that give readers a "road map" through the document
- * Write effective introductions and report summaries
- * Use concise, precise, active, accurate language that communicates clearly to specific readers

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