



DeYoung Consulting Services

Helping People Learn up to Their Potential

What is a good proposal or report? The answer is simple. It's a document that will be read and lead to action. Using good business writing techniques increases the likelihood of that action favoring you.

Remember your English class in high school? The principles you learned there apply in your business writing, as well. There are three parts to a document: the introduction, the body and the conclusion. Keeping these three components in mind as you create your document will make it easier to read and understand.

1. The introduction provides the intent of your writing and points of discussion. It defines why you are writing. Be sure to consider your audience. What do they need to know? Who are they? What involvement do they have in the decision? Include a summary statement or paragraph since many busy clients may read only the introduction.
2. The body of the document gives supporting evidence to uphold your key point. Present the evidence in a logical order and relative to the main point. Remember to consider your audience when determining what is "most important". Your and your reader may have different ideas of what is most important. Keep in mind these other tips:
 - Avoid generalities. Be specific about numbers and percentages.
 - Use objective, impersonal language. Avoid emotional terms such as *amazing, tremendous, horrible*.
 - If you have several tables, charts and graphs in a long report, move them to an appendix.
3. The conclusion makes sense of the evidence. It provides a decision or recommendation. It is your opportunity to summarize your intent and findings in a clear, logical statement.

Keeping in mind the three parts of any written materials will help you create a document that clearly delivers its message. This ensures that you reader will spend less time reading and more time acting on your message. And that helps you achieve your goals.

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DeYoung Consulting Services provides quality learning experiences for individuals and groups. We develop materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.

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From DeYoung Consulting Services: Effective Proposals and Reports, Part One