

Effective Proposals: Questions to Ask

1. What is the problem/need/hole?
2. Who is the audience?
3. What does the audience need to know to recognize the problem? Why?
4. What do I propose as a solution/objective?
5. What will the benefits be?
6. How will I accomplish my objectives?
7. How will I defend my approach?
8. Who will work on the solution?
9. What is the timetable?
10. What is the cost?

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