

OVERVIEW: PART FOUR

MAXIMIZING YOUR APPLICATION'S COMPETITIVENESS

Small things can make a big difference in how well your proposal is received by reviewers.

This part of the *Workbook* addresses components and steps in the developmental process that are relatively minor in terms of the space / time that is related to them. However, they are critically important to maximizing the competitiveness of your proposal. These are the last things to be done, but they shouldn't be done in haste or at the last minute, because they are essential to the success of your application. Thus, you need to plan to have time enough at the end of the developmental process to complete these final steps.

Chapter nineteen offers strategies for the development of a compelling and informative title, which is what conveys the first impression of your application.

Chapter twenty addresses how to safely include proprietary or privileged information in your proposal, as well as how to prepare the all-important *Project Summary/Abstract* and *Project Narrative* sections.

Chapter twenty-one will guide you through preparation of the cover letter that should accompany your application, as well as how to obtain letters of support that will maximally support your proposal.

Chapter twenty-two describes the final – and most important – step in developing a competitive application: pre-submission review of your final draft by knowledgeable colleagues.