

*How to Write*

**PROPOSALS,  
SALES LETTERS  
& REPORTS**

**NEIL SAWERS**

*Writing for a Fast Moving World*  
*[www.fastmovingworld.com](http://www.fastmovingworld.com)*

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# ABOUT THIS BOOK

## ***Purpose and audience***

The purpose of *Proposals, Sales Letters & Reports* is to help you do a better job in working within these three areas. You could be an entrepreneur or owner of a small business. You might be a member of a mid size or large organization. You might be going to college or university and taking some kind of business program. You might also be a student or organization looking for grant funds to assist your particular program or project. This book will help you achieve your objectives.

## ***What this book is designed to accomplish***

Each section of this book contains a development process that leads to the writing itself. By working with the process, you put yourself in excellent shape to achieve the writing. As you go through the parts of the book that are most relevant to your needs, you will discover a wealth of information both in the process and in the writing.

## ***How this book is set out***

*Proposals, Sales Letters & Reports* follows the same useful format as that developed for our other book “Ten Steps to Help You Write Better Essays and Term Papers” (ISBN 0-9697901-3-9). The detailed information is on the right page. The left page contains key points as well as scenarios developed to demonstrate real world applications.

*“Easy to read, filled with clear concepts and practical examples. This is an excellent introduction for anyone preparing a proposal or report for the first time, and a valuable reference for even the most experienced writers. I intend to keep it close at hand.”*

Kent Moore, P. Eng.,  
Project Management Consultant

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