
OVERVIEW OF PART FOUR

Maximizing the Competitiveness of Your Proposal

We are now down to the final steps. Often, these are taken in haste at the last minute before the application is submitted. For that reason, they are often done poorly and, in some cases (e.g., seeking pre-submission review) not done at all. We urge you not to fall into that trap because each of the three steps that will be described can help to make the difference between success and failure of your application.

CHAPTER NINETEEN: Pre-Submission Review of Intellectual Merit and Broader Impacts

It is our conviction that pre-submission review of your application by knowledgeable colleagues is one of, if not the, most important steps that you can take in developing your application. Your colleagues – fresh sets of eyes – can help you find scientific and technical mistakes in your proposal that would otherwise be found by the official reviewers. If you can find and eliminate those prior to submitting your application it is a foregone conclusion that what you submit will be more competitive than it otherwise would be.

CHAPTER TWENTY: How to Create an Eye-Catching Title for Your Proposal

Your title will create the first impression of your application. In addition, many important decisions are made on the basis of someone's interpretation of your proposal's title. This chapter will help you get the most mileage possible from this part of your application.

CHAPTER TWENTY-ONE: How to Write the Project Summary

In our opinion, the Project Summary is the most important part of your application *vis à vis* its review. Every reviewer, without exception, will read it – even those who won't have read your proposal before it is considered at the meeting of the review panel. The copy-paste approach recommended in this chapter will ensure that yours contains all information necessary and that it is presented in a clear, coherent way with a compelling progression of logic.