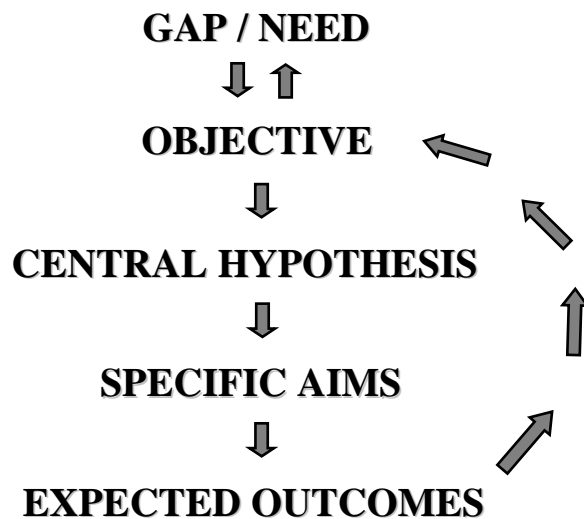


EXPANSION OF YOUR BULLET OUTLINE INTO SENTENCES.

At this point, your bullet outline should be fully developed and refined. You should be satisfied that all of its elements relate to each other logically and well. The linkages should relate in such a way that they set up a linear flow of logic that is comparable to the one that is depicted in the figure, below, for either a hypothesis-driven or hybrid application. For a purely need-driven application the only change would be removal of the “central hypothesis” line from the figure.

LINEAR PROGRESSION OF LOGIC FOR A STRONG OVERVIEW & OBJECTIVES SECTION



Remember that we called attention earlier to how important phrasing of the gap in the knowledge base / statement of need is. Now you can see why in the figure, above: It literally sets up everything downstream with respect to the flow of logic.

The purpose of the remainder of this chapter is to help you expand the bullet outline you have created in your computer into the final version of your *Specific Aims* section. First, however, we want to introduce you to a very important concept.

Tip: As you write, ‘label’ each component in such a way that there can be no mistake as to why you have included the information. You should not allow reviewers to interpret the meaning of anything in your grant application; you should tell them what you want them to know.

Accomplished proposal writers walk a very fine line. The primary reviewer of your application will usually be the person on the panel who is most qualified to review the subject that you are presenting. If s/he is not an expert, s/he will be very close to being one. Many others on the panel will be far less qualified, because their expertise is in other areas for which the panel is responsible. You must get the latter, non-expert individuals up to speed with respect to the importance of what you are presenting. While doing so you cannot be perceived by your primary reviewer as either pedantic or patronizing / condescending. The strategy that we have developed, which serves both audiences while offending neither, is to ‘label’ each component in the