

**Peer Review: Formal Proposal**

Author: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewer: \_\_\_\_\_

**Cover Letter****Circle & Make Comments**

Uses Proper Letter Format

Yes No Needs work

Introduction: Includes Name of Document

Yes No Needs work

Body: Includes Contents &amp; Value of Document

Yes No Needs work

Conclusion: Offers Next Steps, Shows Value  
for Relationship

Yes No Needs work

Uses Proper Tone &amp; Level of Formality

Yes No Needs work

Makes You Want to Read the Proposal

Yes No Needs work

Is Neat &amp; Error-Free

Yes No Needs work

**Peer Editing: Approach**

*The goal of a peer review is to work together to produce a more effective work document. Since the peer review usually takes place within an ongoing relationship, you need to work to preserve and strengthen the working relationship. Remember to respect the author's feelings and sense of ownership.*

- Put your pencil down and read the entire document; then edit
- Don't use a red pencil
- Try for a face-to-face meeting
- Begin with a positive statement, if possible
- Use "I" statements to offer your observations (I noticed, I wondered, I believe, I did not understand, I could not follow...)
- Do not feel obliged to offer solutions
- Use concrete language
- Offer examples from the author's text
- Use the peer editing worksheet to guide the conversation

**Formal Proposal****Circle & Make Comments**

Has Correct Information on Cover Page	Yes	No	Needs work
Uses Proposal Format & Subheads	Yes	No	Needs work
Uses Correct Tools to Reach the Specific Audience Yes	No	Needs work	
Addresses a Need of the Company/Org.	Yes	No	Needs work
Includes an Expanded Definition	Yes	No	Needs work
Uses 2 Graphics to Explain Concepts	Yes	No	Needs work
Has a Clear Theme	Yes	No	Needs work
Uses Persuasion that Audience Will Find Compelling	Yes	No	Needs work
Cites Sources at Appropriate Places	Yes	No	Needs work
Offers an Appendix at the End	Yes	No	Needs work
Includes a Header/Footer with Needed Information	Yes	No	Needs work

**Persuasion**

*The purpose of a proposal is to solve a client's problem and present the solution in a way that wins the contract.*

*Proposals are typically written by a group of employees, each of whom is a subject-matter expert in his/her area. The project editor's job is to ensure that all sections of the proposal match and the content flows.*

*Proposals can appeal to the audience's logic, character or emotions. In some cases, proposals do all three. For persuasion to work, it must be balanced. Writers must fairly present and consider all options before promoting their own solution.*

*Determining which persuasive appeals will work can be done only after a thorough audience analysis. What does the customer want or need? Are you solving an on-going problem? What's the background of the problem? Is it unique to this client?*

Is Written in Third Person & Makes Statements	Yes	No	Needs work
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Uses Appropriate Level of Formality	Yes	No	Needs work
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Is Neat & Error-free	Yes	No	Needs work
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Makes You Want to Say “Yes” to Proposal	Yes	No	Needs work
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**Works Cited****Circle & Make Comments**

Uses Proper Bibliographical Format	Yes	No	Needs work
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Lists Appropriate 5 Sources	Yes	No	Needs work
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Is Neat & Error-Free	Yes	No	Needs work
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**Audience Analysis****Circle & Make Comments**

Offers Clear Idea of Client’s Situation	Yes	No	Needs work
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Includes a Directive Thesis Statement	Yes	No	Needs work
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**Works Cited**

*Including a Works Cited list lends credibility to a document because it indicates the work is more than the author’s opinion.*

*Credible evidence is drawn from secondary sources such as journal articles and, in some cases, company websites. Credible primary sources include test results, visits to the site of an accident, and expert opinion.*