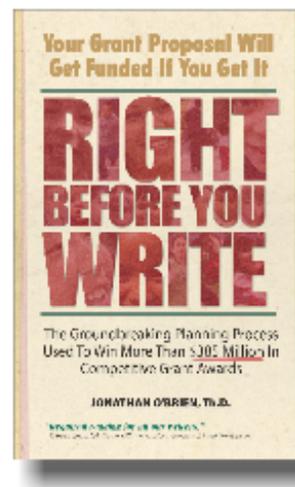


RIGHT BEFORE YOU WRITE

SUBTITLE: **The Groundbreaking Planning Process Used To Win More Than \$385 Million In Competitive Grant Awards**

DESCRIPTION: *Maintaining that effective grant proposals tell a tale, this innovative program approach provides a step-by-step guide to key planning strategies essential to know before writing even begins. With practical advice and clear examples, this handbook demonstrates how storytelling techniques of Hollywood's top screenwriters can help program planners hone vague ideas into compelling concepts imbued with structure and real-life drama that are more likely to capture the attention of funding agencies. Using **Jon's Almost World Famous Seven Cs!** – a fun, easy-to-follow, seven-step blueprint – everyone from novices to professionals will better their thinking and, in the process, better their chances of winning competitive grants.*



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CATEGORY: **Business/Writing/Nonprofit**

INTENDED AUDIENCE

Primarily, those who work, or volunteer for, nonprofit organizations of all sizes seeking grant support for their good causes. Secondly, those pursuing a career as a grant writer or fundraiser. Also, creative writers, including screenwriters.

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