

# Subject/Content

- **Area of your expertise**
- **Preliminary data!!**
  - Published & unpublished
- **Viability of approaches in your situation:**
  - Prior experience
  - Lab environment and expertise
  - Collaborator for specialized techniques
- **Aims connected, but not interdependent**
  - Avoid “house of cards” experiment
- **Expected outcomes**
- **Alternative outcomes**
  - Focus on 1 or 2 most likely
- **Alternative approaches**

# Style

- **Make it easy on the reviewer:**
  - **Summary/Specific Aims:**
    - Use bulleted points for subaims
    - Include numbered model to summarize and illustrate connectivity of aims
  - **Highlight most important points, hypotheses, and techniques (*italics* or bold)**
  - **Add most pertinent published data to the preliminary results section (rather than just reprints)**
  - **Make figures easy to follow w/o reading text**
- **Reference reviewers' work**
- **Use decisive language throughout:**
  - “I will” instead of “I plan to” or “I would like to”
  - “determine/measure” instead of “explore/examine”