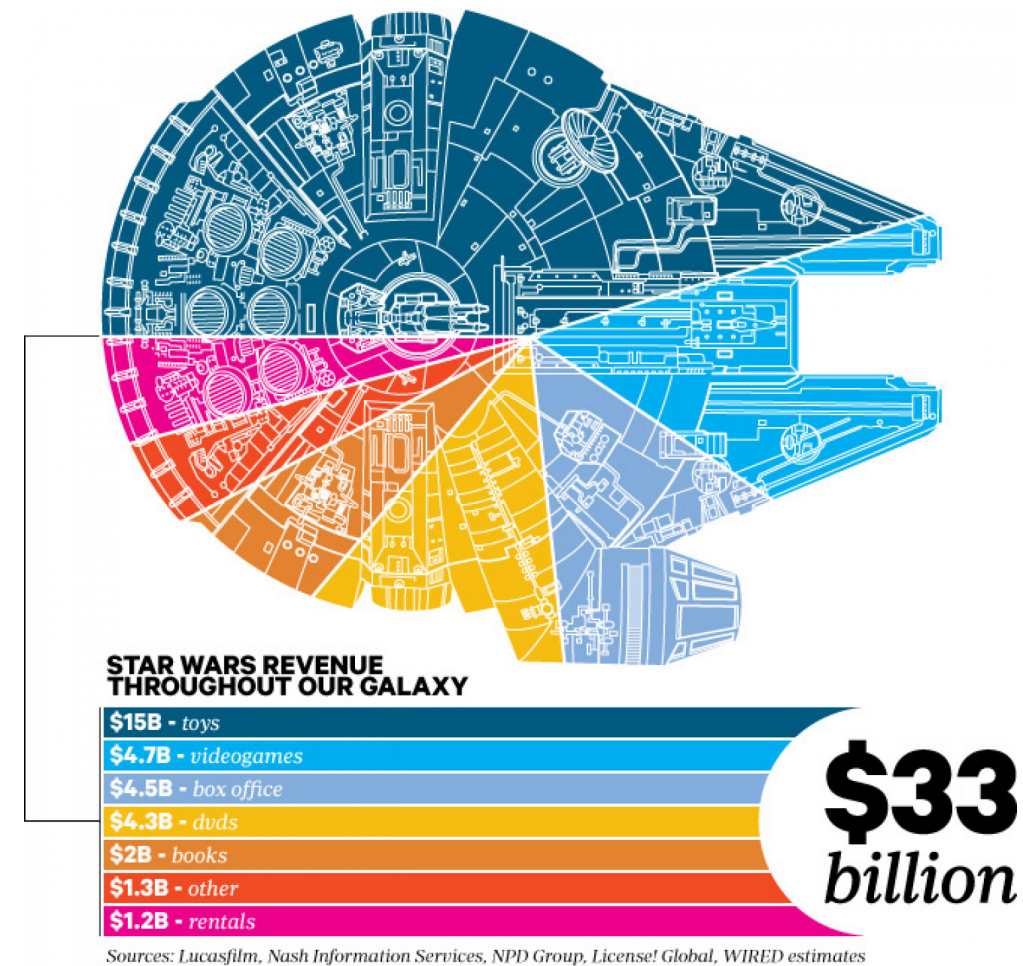


experiment sandbox



resource: crafting a sales pitch for grants

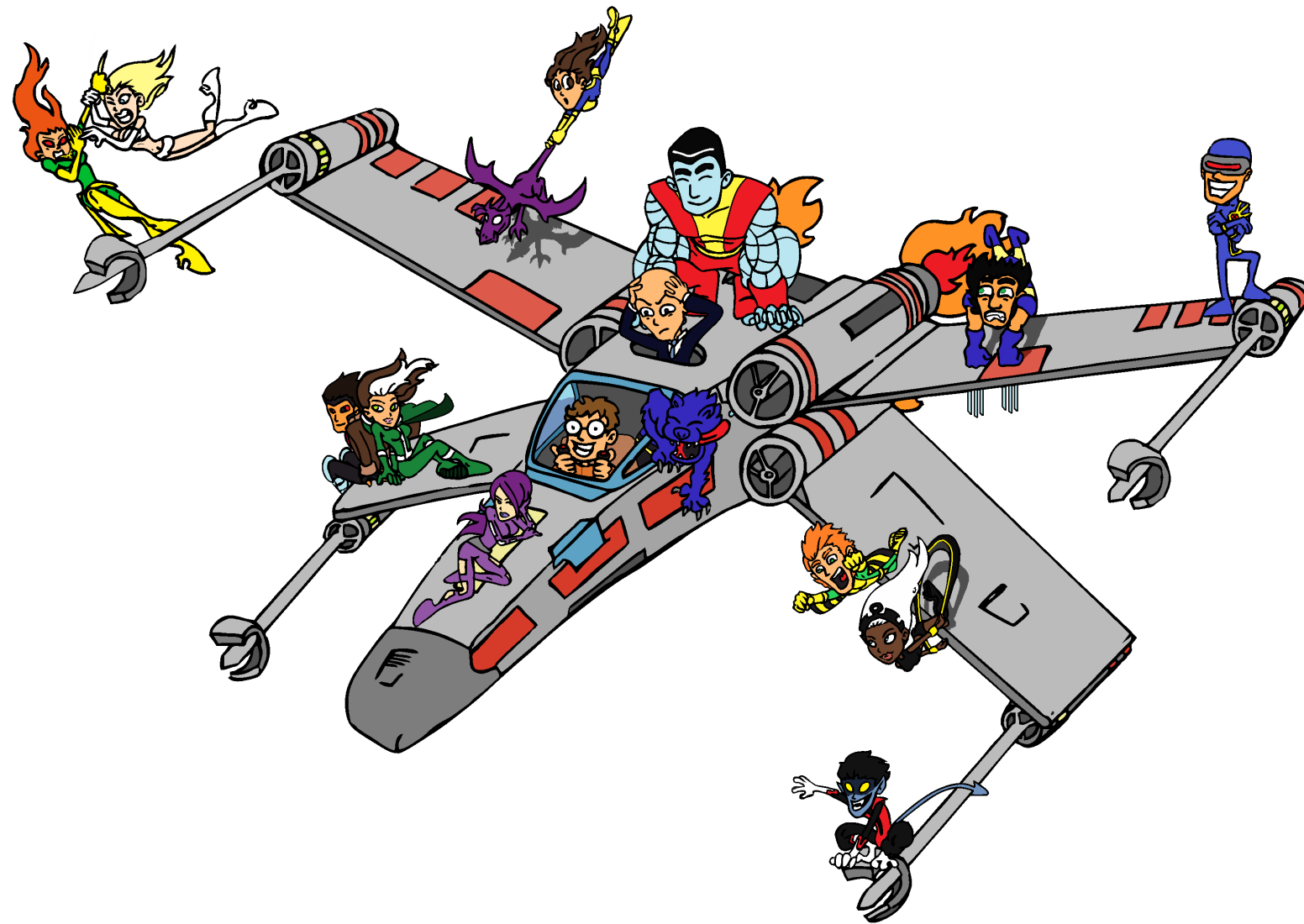
@cjlortie

salespitch4grants



capacity to sell the research to skeptical referees critical

Why does it matter?



most referees do not hold on very long before deciding

consider applying critical design principles to your grant app

Three-paragraph pitch right away

Establish need to fund research immediately

Catch attention

three chunks or hooks



(i) set the stage



interest
stress need
state-of-the-art
challenge and benefits to design work proposed

(ii) state theme ie your solution

[illegible]

concept and credibility

rationale

experimental design



(iii) create a vision

advance the field

envision the world with problem solved
by your experimental contribution



start with a memorable phrase



**DO OR
DO NOT.
THERE IS
NO TRY.**

use active voice

keep sentences relatively short and direct



well-placed citations strengthen validity



consider ROI

list scientific outcomes

a weak start rarely results in a winner

highlight **strong experimental design principles**
early in proposal

