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| **Title:** Capture your reader’s attention just as the Editor of a newspaper typically does to sell papers. |
| **Subtitle:** Give phrases summarizing the key reasons and expand upon each in the Targets section below. |
| **Targets:** State the “why,” ideally in quantitative terms.1234 |
| **Rationale:** Provide one or two narrative paragraphs focusing on the “why.” |
| **Financials:** Excerpt the six financial metrics (SPP, ROI, IRR, MIRR, NPV, SIR) from the one-page financial analysis template, and use a two-sentence caption to direct the reader’s attention to the most important metrics.  |
| **Status:** Anticipate and answer the questions regarding what it will take to implement this proposal, and how far along that path the project has already traveled. |
| **Action Step(s):** If you don’t request specific action(s), it’s not a proposal.123 |