

Writing Tips: Story, Style and Sales Pitch

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In just six brief sentences, refine the argument for your proposed study.

<p>... is a problem/issue [give evidence for it, e.g. prevalence/ incidence, poor patient outcomes, cost]</p>	
<p>Its resolution would [what difference will it make?] ... [e.g. reduce prevalence/ incidence, improve patient outcomes, reduce costs]</p>	
<p>Current approaches [if intervention study] are... Previous research [if other] has looked at... but is deficient in the following ways... [knowledge gap]</p>	
<p>Work to date has shown the promise of... [new / improved intervention] but we need to know... We therefore need to know [if other]... [the knowledge gap, e.g. resolve uncertainty, provide necessary information/ solution]</p>	
<p>The project will address this uncertainty/ knowledge gap [briefly, how?]...</p>	
<p>If this uncertainty is resolved/ this knowledge gap is addressed, it will mean... [impact]</p>	