

Writing Tips: Story, Style & Sales Pitch

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Pippin Sentences

Read Parker Derrington Ltd's blog (parkerderrington.com/key-sentences-are-a-pippin-for-communicators) which suggests a way to give structure to your research application.

They suggest 10 sentences:

- 'Promise' Overview of case for support (1)
- 'Importance' What makes the project important to the funder (1)
- 'Problem' The problems the project will solve (3)
- 'Project' Summary of the project (1)
- 'Implementation' Main work packages which map onto problems above (3)
- 'Next' What will happen when the research is done (1)

Try and develop some Pippin sentences for your own project.

Use them to guide to your summaries and as a scaffold for your case for support (ultimately adapt to funder requirements).