

LANGUAGE REVIEW – Proposal and Report Writing

VOCABULARY

Nouns

a business proposal
 an event proposal
 a research proposal

a brand
 a breakdown
 a brief
 a budget
 a call to action
 a campaign
 a draft
 a goal
 a lead
 a literature review
 a pain point
 a prospective client
 a recipient
 a stakeholder
 a startup
 a timeline
 a venue

an abstract
 an achievement
 an attendee
 an executive summary
 an outcome
 an overview
 background
 deliverables
 SEO (search engine optimisation)
 sponsorship

Types of reports

a recommendation report
 a case study
 a progress report
 a report on data
 a feasibility report

Verbs

achieve
 acquire
 carry out
 enhance
 highlight
 lack
 leverage
 mitigate
 outline
 show off
 showcase
 signpost

Adjectives

affordable
 one-off
 ongoing
 prospective

Verb + noun

achieve objectives
 come up with a solution
 conduct an audit
 enhance visibility
 face a challenge
 increase traffic
 leverage social media
 make sense
 outline a strategy
 present a proposal
 run ads
 collaborate with partners
 optimise search engines
 offer sponsorship

Word building

Verb	Noun	Verb	Noun	Adjective
adopt	adoption	conclude	conclusion	conclusive
analyse	analysis	define	definition	definitive
assess	assessment	describe	description	descriptive
compile	compilation	develop	development	developmental
		evaluate	evaluation	evaluative
		recommend	recommendation	recommended
complain	complaint			
effect	effect			
evaluate	evaluation			
find	finding			
impact	impact			
improve	improvement			
perform	performance			
produce	productivity			
provide	provision			
research	research			
satisfy	satisfaction			
set	setting			

GRAMMAR

Passive vs. active voice

- I **describe** the characteristics of these in this report. (active)
 The characteristics of these **are described** in this report. (passive)
- We **compiled** a shortlist of different possible venues. (active)
 A shortlist of different possible venues **was compiled**. (passive)
- We **have received** a growing number of complaints. (active)
 A growing number of complaints **have been received**. (passive)
- In this report we aim to suggest how you **can improve** services. (active)
 This report aims to suggest how services **can be improved**. (passive)
- People **have suggested** that ... (active)
It has been suggested that ... (passive)
- People **have complained** about ... (active)
There have been complaints about ... (passive)

Collocations

Verbs

carry out, do
 come up with
 compile
 draw, come to, arrive at
 establish
 evaluate, assess
 meet, fulfil, satisfy
 gather, collect, request,
 collate
 give, list
 identify, select
 make

 reach
 take

+ Nouns

research, an inspection, an investigation, a survey
 a plan, a solution, a recommendation
 a list
 a conclusion
 criteria
 options
 requirements
 information

 solutions
 key information
 a recommendation, a suggestion, a decision, a point, a
 comparison
 a decision, a conclusion
 factors into account

Expressing concession

- Although** it is closer to the city centre, it is also the more expensive option.
Despite being closer to the city centre, it is also the more expensive option.
 It is closer to the city. **Nevertheless**, it is the more expensive option.
 It is closer to the city, **however**, it is the more expensive option.
While it is closer to the city, it is also the more expensive option.

Contrasting

- Centre A is serviced by a shuttle bus, **whereas/while** centre B relies on the local bus service.
 Centre A is serviced by a shuttle bus. **In contrast**, centre B relies on the local bus service.

Describing alternatives

- Participants could travel by bus. **Alternatively/On the other hand**, they could use private transport.

Comparing

Describing a big difference

Centre B is **considerably/significantly more** expensive than ...

Travel time **differs considerably** with ...

Describing a small difference

Transport options are **marginally/slightly less** convenient.

Describing similarity

Both possible venues could be seen as being adequate.

The difference between ... is **negligible**.

Facilities for conference participants are **comparable** in these centres.

Describing opinions

Venue A is **arguably** better equipped than venue B.

Both possible venues **could be seen as** being adequate.

Option X is **possibly** more attractive than option Y.

It could be argued that Conference Centre A is too small.

Option B **may well** fit the criteria better.

Describing cause and effect

Since it is the smallest, it is the most suitable.

It is the most suitable **because** it is the smallest.

It is the most suitable **because of** its size.

It is the most suitable **on account of** its size.

Its poor performance **led to** its elimination from the list.

Its elimination from the list **was caused by** its poor performance.

Its poor performance **brought about** its elimination from the list.

Its poor performance **resulted in** its elimination from the list.

Expressing degrees of certainty

This is **clearly not** a suitable option.

This **is obviously** the reason for making such a choice.

This **is clearly** the reason for looking into different options.

There is **absolutely no** evidence to suggest that this is a viable option.

This **may well be** the most logical choice.

This **is definitely** superior in many respects.

This **could be seen as** the most logical choice.

It **might be the case for** looking into different options.

Hedging

There may be a few **minor** problems that need to be addressed.

(A hedged statement, using modality and an adjective)

Some issues are **somewhat** problematic and should be addressed.

(A hedged statement, using an adverb and modality)

The results of the survey suggest that problems exist that could be addressed.

(A hedged statement, using a clause and modality)

USEFUL PHRASES

Sentence starters

Introduction

The purpose of this report is to ...
 This report aims to ...
 This report is an evaluation of ...
 Owing to ... this report has been requested ...
 The aim of this report is to ...

Methodology

Investigation was carried out and ...
 The criteria used to ...
 The data was reviewed and ...
 The information used in this report was collected

Findings

In terms of usefulness and ...
 However, ...
 On one hand, ...
 Concerning ...
 Regarding ...
 As far as cost is concerned ...

Conclusions

After investigating the ...
 It is important to consider ...
 The main conclusions to draw ...
 The following conclusions can be drawn, ...
 Based on the findings ...
 As a result of these findings ...

Recommendations

The findings and conclusions in this report indicate ...
 In view of these conclusions ...
 After considering the different options, I believe ...
 I would like to recommend the following ...
 These conclusions lead to the following recommendations.

Formal vs. informal expressions

Informal

look at
 be OK
 important things
 cost
 consider
 be good
 a little bit
 because of
 extra cost
 so
 I think

Formal

investigate
 be suitable
 key factors
 expense of purchase
 take into account
 score highly
 marginally
 due to
 greater expense
 therefore
 it can be said that

A sample of a business proposal

Media Solution Consultants - SEO Services Proposal

Executive Summary

Media Solution Consultants, a leading provider of SEO services, is pleased to present this proposal to Blue Sky. Our goal is to enhance your online visibility, increase organic traffic, and improve your search engine rankings. This proposal outlines a comprehensive SEO strategy tailored to meet the specific needs of Blue Sky.

I. Introduction:

Following the initial discovery phase, we have had the opportunity to learn about your brand. Blue Sky is a startup design agency that aims to provide contracting service with the ease and cost of other online services like Highly Visual and Striker. However, your company lacks online visibility.

Your aim is to leverage your social media channels to establish a platform for showing off your work, but also generating top quality leads. We believe that this makes perfect sense and are here to help you achieve these objectives.

II. Problem Statement

Blue Sky faces the challenge of limited online visibility, resulting in reduced lead generation and brand recognition.

A detailed analysis of the current state of Blue Sky Limited's online presence is required, including:

- Current keyword rankings
- On-page and off-page SEO factor
- Competitor analysis

III. Proposed SEO Solution

Media Solution Consultants proposes a holistic digital marketing strategy encompassing the following key elements:

- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Marketing
- Pay-Per-Click (PPC) Advertising
- Email Marketing

IV. Benefits

- Increased organic traffic
- Improved search engine rankings
- Enhanced online visibility and brand authority
- Monthly performance reports to track progress

V. Deliverables and Timeline

1. Conduct comprehensive website audit (Week 1-2)
2. Implement SEO strategies for on-page and off-page optimization (Week 3-6)
3. Develop and execute social media calendar (Week 7-12)
4. Create engaging and SEO-optimized content (Ongoing)
5. Launch PPC campaigns for targeted audience reach (Week 13-16)
6. Implement email marketing automation (Week 17-20)

VI. Investment

Media Solution Consultants proposes a monthly retainer fee of [...] for a 6-month contract, inclusive of all services mentioned above. This fee can be adjusted based on evolving needs and campaign success.

VII. Why Choose Media Solution Consultants

- Proven track record of successful SEO campaigns.
- Experienced team of SEO specialists.
- Customized strategies tailored to your industry and goals.

VIII. Next Steps

We invite Blue Sky to schedule a meeting for further discussion. Feel free to contact Hugo Castell at h.castell@msc.com or phone [...] to address any queries.

We appreciate the opportunity to be considered as your digital marketing partner and look forward to the possibility of working together to achieve your business objectives.

Sincerely,

Hugo Castell
Senior Consultant
Media Solution Consultants

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