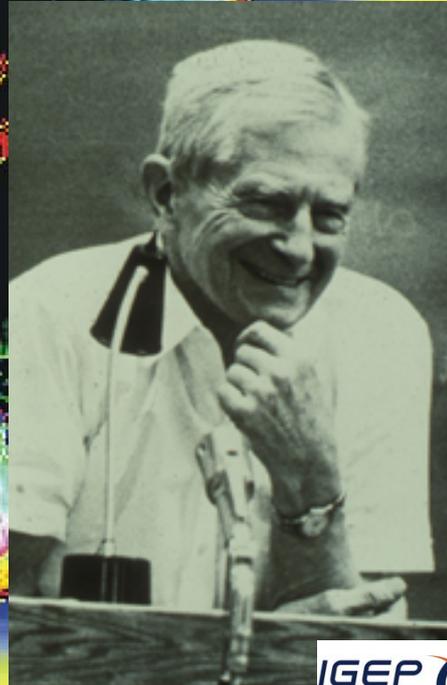


## 25 Rules on how to Write a Good Proposal

### Rule 1:

You need to have a good scientific idea or problem to be attacked !

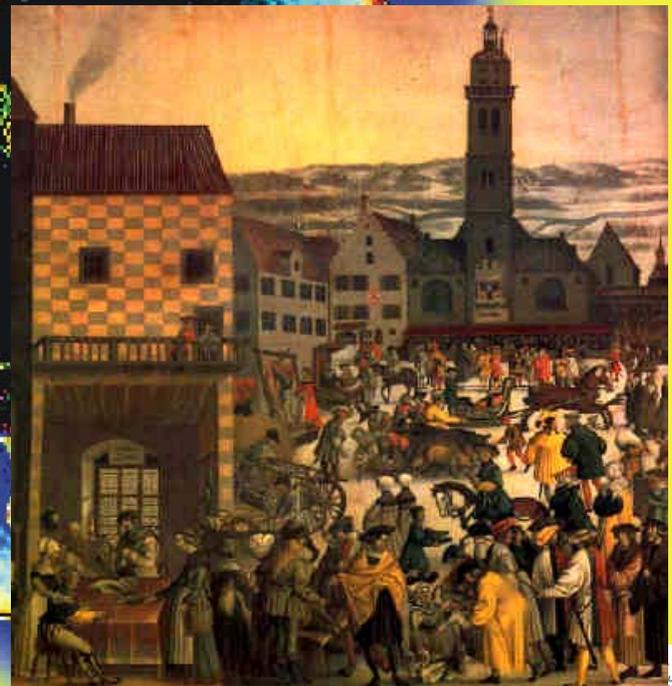


K.H. Glaßmeier  
TU Braunschweig

## 25 Rules on how to Write a Good Proposal

### Rule 2:

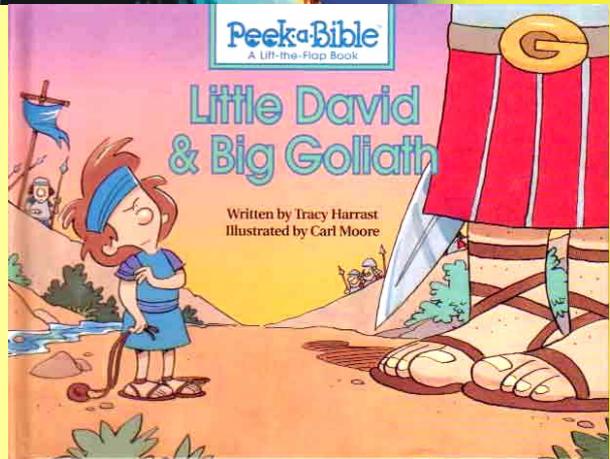
Good or bad idea - that is defined by your peers. Take this into account !



## 25 Rules on how to Write a Good Proposal

### Rule 3:

Before you start to write - make sure that your *mission* fits the *mission* of the funding agency !



Do not become an Anti-David !!!!!

## 25 Rules on how to Write a Good Proposal

### Rule 4:

Be optimistic - there are many, many funding agencies...

DFG	NSF
BMBF	NASA
DLR	DOE
ESF	Humboldt
EU	ESA

# 25 Rules on how to Write a Good Proposal

## Rule 5:

Find others who successfully applied to this agency. Study a sample proposal !

### Scaling properties of dynamo models and planetary dynamos.

*Proposal to the Deutsche Forschungsgemeinschaft*

#### 1. General Information

Proposal in the priority programme

*Geomagnetic variations: spatio-temporal structure, processes and effects on system Earth*

Continuation of project Ch77/11-2

#### 1.1 Applicant

Ulrich Christensen, Prof. Dr.

Director at the Max-Planck Institute for Aeronomy

Date of birth: 06.05.54, German citizen

Max-Planck-Institute for Aeronomy

Max-Planck-Strasse 2, 37191 Katlenburg-Lindau

Tel: 05556-979-542, Fax: 05556-979-219, Email: christensen@linmpi.mpg.de

Home address: Lange Strasse 92, 37176 Nörten-Hardenberg, Tel: 05503-808809

#### 1.2 Title Scaling properties of dynamo models and planetary dynamos.

#### 1.3 Keyword: dynamo simulation

#### 1.4 Research fields: geophysics, geomagnetism, planetary physics

#### 1.5 Planned research period: Two years.

#### 1.6 Period covered by this proposal: support is requested for two years.

#### 1.7 Start of funding period: 01.04.2003

# 25 Rules on how to Write a Good Proposal

## Rule 6:

Funding agency people are only partly administrators - they have experience, contact them with your questions !



## 25 Rules on how to Write a Good Proposal

### Rule 7:

Think about external and internal deadlines !



## 25 Rules on how to Write a Good Proposal

### Rule 8:

The display of the proposal should be attractive. Avoid spelling errors !

No handwritten proposals, but avoid overdoing

## 25 Rules on how to Write a Good Proposal

### Rule 9:

The peer-reviewers are not paid ! And often are from different fields.



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Institut für Geophysik und extraterrestrische Physik

## 25 Rules on how to Write a Good Proposal

### Rule 10:

The title of your proposal should be sexy !

But do not prostitute yourself !

Study of the interaction of stellar winds with magnetized objects surrounding stars at habitable distances

or

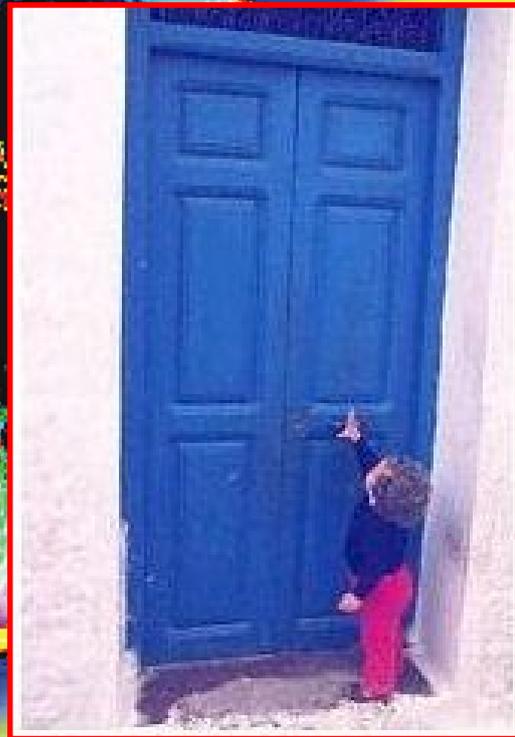
Magnetospheres of Extra-Solar Planets

IGEP  
TU Braunschweig  
Institut für Geophysik und extraterrestrische Physik

## 25 Rules on how to Write a Good Proposal

### Rule 11:

Follow strictly the rules of the funding agency for the title page etc.



Institut für  
Geophysik und  
Erdatmosphärenphysik  
TU Braunschweig

## 25 Rules on how to Write a Good Proposal

### Rule 12:

The abstract is important. It serves as a first, sometimes also final information about the proposal

#### Sample abstract:

The proposed study aims at collecting statistical information about successful proposals. Details are found in the proposal proper.

**IGEP**  
TU Braunschweig Institut für  
Geophysik und  
erdatmosphärenphysik

## 25 Rules on how to Write a Good Proposal

### Rule 13:

Proposal writing is a very ritualized process.

Scientific hypothesis

Specific aims

Current state of knowledge

Experience of your team

Your pilot studies

Methods and tools to attack the problem

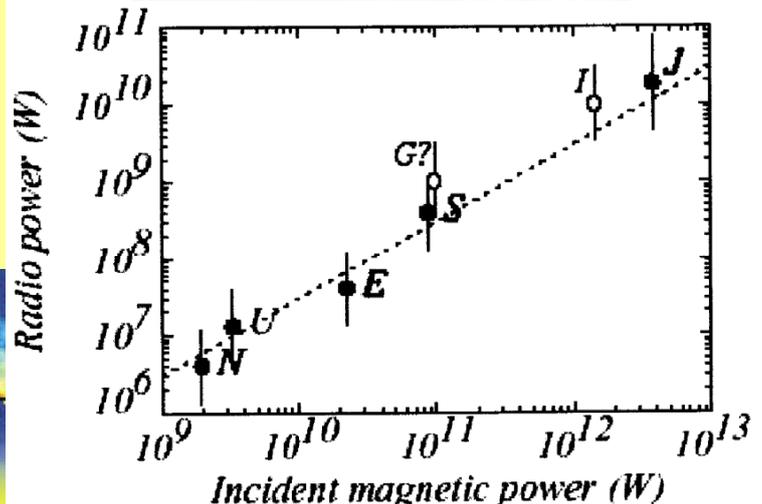
Timetable

Resource level

## 25 Rules on how to Write a Good Proposal

### Rule 14:

Your scientific hypothesis should be testable ! And it should be significant.



## 25 Rules on how to Write a Good Proposal

### Rule 15:

**Specific aims are important !  
You cannot do everything at the same time.**

Extra-solar magnetospheres:

Find scaling laws for magnetospheres

Find scaling laws for planetary magnetic field

Apply laws found to known ESPs

Find scaling laws for radiation

## 25 Rules on how to Write a Good Proposal

### Rule 16:

**Current state of knowledge section is very important and critical.**

**What is known ?**

**What is not known ?**

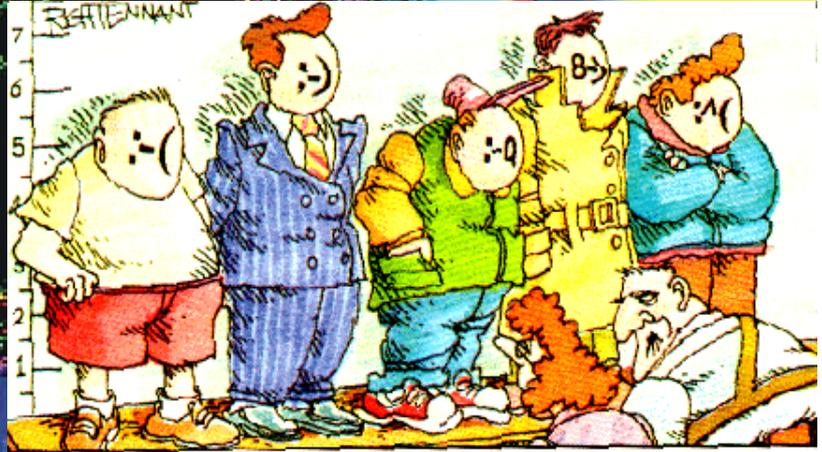
**Why is your hypothesis important ?**

**Give a fair review of previous and competing work. It is a peer-review process!**

## 25 Rules on how to Write a Good Proposal

### Rule 17:

Experience of  
your team



Present your highly skilled team !!!!

## 25 Rules on how to Write a Good Proposal

### Rule 18:

Pilot study results  
are very important.

...but some colleagues already did the  
research they are asking funding  
for. This is somewhat absurd and non-  
scientific...

# 25 Rules on how to Write a Good Proposal

## Rule 19:

Methods and tools to be used should be described in some detail

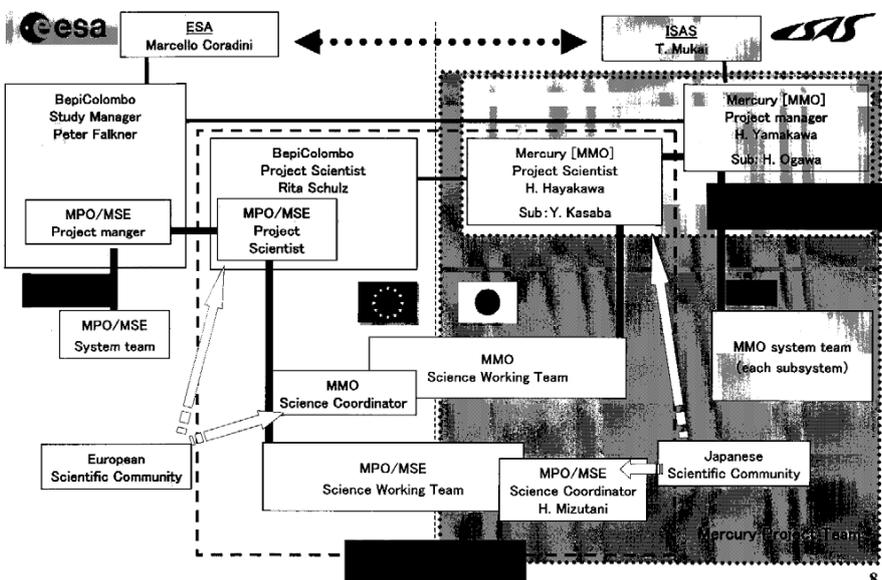


# 25 Rules on how to Write a Good Proposal

## Rule 20:

Prove your management qualities and provide an organigramme

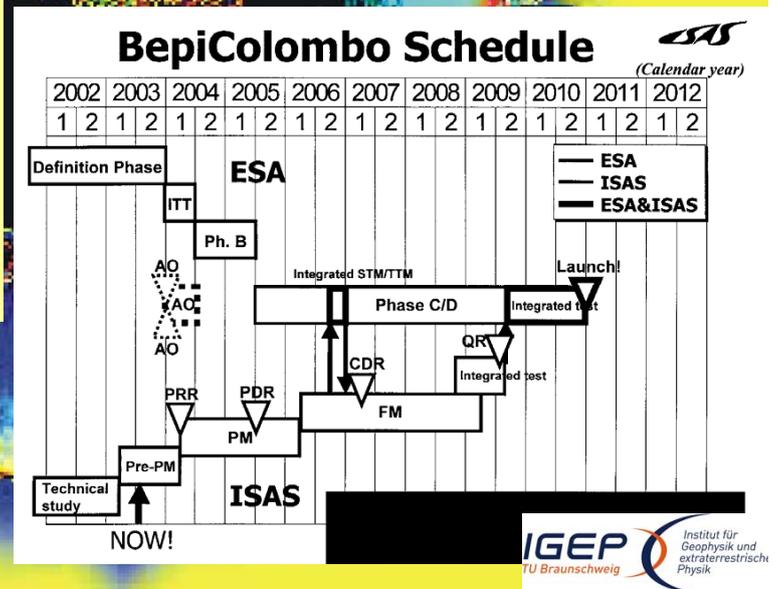
### BepiColombo Project organization plan



## 25 Rules on how to Write a Good Proposal

### Rule 21:

Provide them with a time table and schedule !



## 25 Rules on how to Write a Good Proposal

### Rule 22:

Ressource level:  
be as detailed  
as possible !  
Add a bit for  
the referees to  
cancel.



## Example: Resource Level

Personal:	50.000,- /year
Travel:	3.000,- /year
Consumables:	5.000,- /year
Investments:	15.000,- /year
Publication:	1.000,- /year

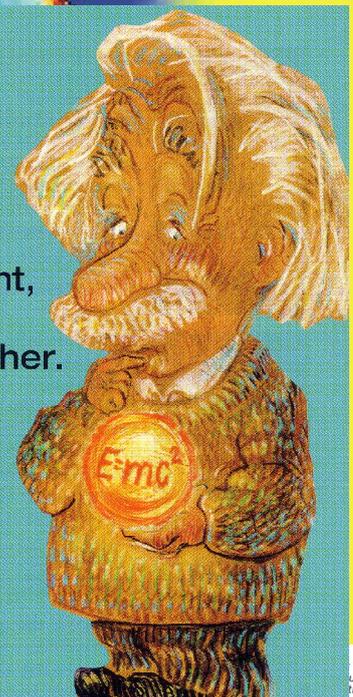
## 25 Rules on how to Write a Good Proposal

### Rule 23:

Only the one  
who tries can  
win !

Nur wer  
nicht sucht,  
ist vor  
Irrtum sicher.

*Albert Einstein*



## 25 Rules on how to Write a Good Proposal

**Rule 24:**

**If you loose -  
keep on trying!**

**Il faut imaginer  
Sisyphé heureux**

**Albert Camus**

## 25 Rules on how to Write a Good Proposal



**Rule 25: If you win, have a party and invite me !**