

Specific Aims

Draw the reviewer in from the start!

SPAIMS Sells the Idea...



- Sell your idea like that salesperson at Sears sells that extended service plan for the dishwasher!
- Create a hole...
- Then fill it!

Writing Specific Aims

- Assume multiple drafts... 10? 20?
- Show, don't tell... often more convincing
- Describe precise gap in knowledge
- Let that lead into how it might be filled
- Describe how knowledge could be applied
- Very limited number of aims, 2 or 3

One page of glory...

- First impression
- Pulls reviewer into proposal on your terms
- It is a selling job...
- Don't oversell...save it for background



