

GRAD SCHOOL OR GRANT APPLICATION LETTERS:

- 1) Demonstrate some knowledge of the grad school and / or department to which you'll apply. Such a demonstration can also help when applying for a grant, but with grants that's not always necessary or practical.
- 2) Explain what you can do *for them*. Avoid “me, me, me”; “I want,” “I will,” “I desire. . .”
- 3) Demonstrate your eagerness to be there, to use their resources, to work with some specific scholar, to enroll in some particular program.
- 4) Sound confident. Convince them you’re going ahead with your project with or without their help.
- 5) Write for generalists rather than for specialists.
- 6) Avoid thinking your reader knows more than—or even as much as—you do about the topic you propose to research. Remember, “author” is the root of *authority*.
- 7) Revise, revise, revise.
- 8) Show your application and statement of purpose or research prospectus to others.
- 9) Revise, revise, revise.

The key concept is “reflected glory”: they want it, and you have to convince them you can produce it.