**Refining Your Research Plan --Exercise**

Consider the following questions and jot down some ideas to move your proposal project into its next stages, from research to drafting.

**Overview questions**:

1. Briefly, what project are you pitching?
2. Who is your specific audience?
3. What genre and forum will you use? (e.g. a multi-modal presentation to a group of students, a formal letter to a potential community sponsor, etc.)

**Research/Drafting Plan**

1. What is your **strongest point** to make to your audience (i.e. what will the audience gain from supporting your project? Or what do you and the audience both value that you will refer to as part of your pitch)?
2. What is the weakest point in your argument, or your greatest rhetorical challenge with this audience?
3. **Your ethos**: What is this audience’s attitude toward you likely to be? How will you present yourself as credible and qualified to discuss this issue (good sense, good morals, and good will)?
4. What visuals (if any) do you have or do you want to find and what will they add to your argument?
5. List **research questions** you still need to answer. (Note: this doesn’t necessarily mean formal research. Include things you can find out just by talking to people or scanning a company website.)