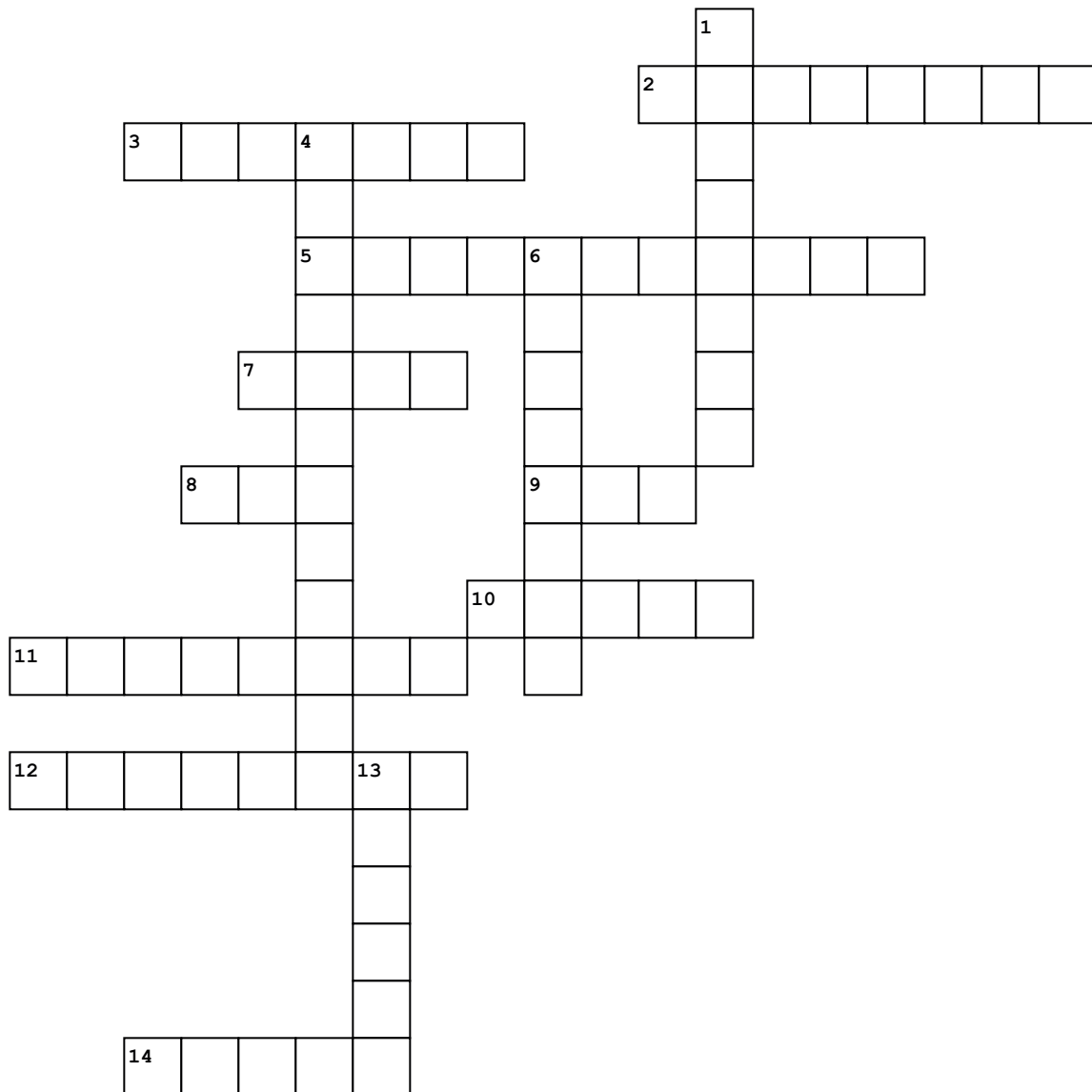


Chapter 9: Writing and Completing Reports and Proposals



Across

2. The general purpose of any _____ is to persuade readers to do something, such as purchase goods or services, fund a project, or implement a program.
3. _____ come after body of material and summarize the information just covered
5. _____ help readers move from one section of a report to the next and from key point to key points within sections
7. The _____ of your report presents, analyzes, and interprets the information your gathered during

Down

1. _____ introduce important topics by helping readers get ready for new information
4. The _____ needs to put the report in context for the reader, introduce the subject, preview main ideas, and establish the tone of the document.
6. A _____ is a brief overview of a report's key points Executive Summary / a fully developed "mini" version of that report
13. The _____ is a well-known metaphor in entrepreneurial circles that dates back to at least to

your investigation

the founding of the giant technology company
Hewlett-Packard

8. The ____ Attitude is especially important with long or complex reports because they demand a lot from readers
9. Many businesses use the ____ to distribute reports electronically
10. Draft with a clear picture of how you need to adapt to your audience, you're ready to begin composing your _____
11. The _____ process for long reports can take considerable amount of time, so be sure to plan ahead
12. brief titles that cue readers about the content of sections that follow
14. The _____ might be the only part of your report some readers have time for, so make sure it conveys the full weight of you message.