Justification:

1. **Background/Motivation**
   - **what is the big picture**
   - **what has been done**
   - **what is the big question that needs answer**

2. **What we propose to do**
   - **observing strategy**
   - **from data to scientific results**

3. **What are the immediate results?**
   - **what physical parameters can be derived**
   - **what theories can be tested?**
   - **how do the results address the big question**

4. **Scientific impact on broader scales**
   - **what is the impact on, say, cosmic origin?**
   - **why should people outside our field care?**

DOs and Don'ts

1. **Read and follow instruction**
   - **page limit**
   - **use template, if any**
   - **use readable fonts (12 pt)**

2. **Write clearly and concisely**
   - **define acronyms (SST)**
   - **write defensively**
   - **self-contained proposal**
     (don't ask reviewers to read other papers)
   - **don't confuse reviewers**
     (don't provide irrelevant information)
   - **cite appropriate references**
     (reviewers are offended for not being cited)

3. **Ask colleagues to read/critique**
   - **can people "understand" you?**
   - **English, grammar, typos?**

4. **Review comments**
   - **address concerns in revision**
   - **take it seriously**

https://aas.org/hints-preparing-research-proposals#sah

Scientific writing