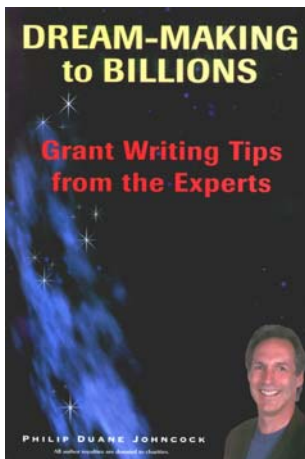


# NATIONAL REVIEW: From Both Sides of the Brain

*Dream-Making to Billions: Grant Writing  
Tips from the Experts*

Reviewed by Melinie diLuck – July 9, 2004 – Charity Channel™



There are two types of people in this world, those who are right-brained and those who operate more from the left side of their brain. Left-brained people follow step-by-step thinking, using words, numbers, and other symbols. Right-brained people use visual information and process, not step-by-step, but all at once. Most of our activities require both modes. We use our left-brain, our verbal and rational brain to think serially and reduce thoughts to numbers, letters, and words. We use our right brain, our nonverbal and intuitive brain, to think in patterns or pictures. It does not comprehend reduction to numbers, letters, or words.

Finally, there is an author who gives us the tools to see the grant-writing process through both sides of our brain.

*Dream-Making to Billions by Philip Duane Johncock is the most enjoyable books on grant writing tips that I have read.*

For many, the job of writing a grant proposal may be too daunting and technical.

*Mr. Johncock breaks the job down into manageable, easy-to-digest chunks that are easy to understand and not technical.*

In this 174 page paperback, he plays to the reader's ability to dream BIG. You may have heard the familiar saying "if you can dream it, you can achieve it."

*Mr. Johncock proves it.*

In his first chapter, he quotes Goethe, "Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it."

Begin by opening the cover and reading the very helpful checklist. This list outlines what you must do before, during, and after your proposal is funded. The list is concise and to the point, as are most paragraphs in the book.

*It is something that you will return to time and again to make certain that you have covered every point.*

## Four Easy Steps

The checklist is broken down into four easy steps:

1. Develop your idea
2. Research potential funders
3. Customize your proposal
4. Respond to the decision

*Dream-Making to Billions* starts out with the idea of dreaming BIG... and Mr. Johncock does mean BIG. This is where your right brain gets excited and kicks in. By clarifying what it is that you really want, then cultivating and kneading your idea thoroughly, you can develop the key components of your proposal.

*Doing this will help you center on what most funders are looking for and will save you in time in the long run.*

Begin by dreaming BIG, writing your ideas down on paper with a budget, and sharing your dream with at least three other people.

Developing, or visualizing, your idea at the beginning of the process allows you to let go of the outcome. According to Johncock, it will become “magical.”

The first step is to spend time really getting clear about what you really want. There is a chapter full of exercises to help you unlock your creative right brain.

Once you are clear, and have written down exactly what it is you want, don't be surprised to discover that it may be something very different from what you thought that you wanted. That is okay. You have to keep that dream, that passion, out ahead of you as you go through the process of grant writing.

The next step is to do the research to find potential funders whose ideas match yours. Johncock tells you where to find funders, both electronically and in print. He explains the differences between foundations: governmental, corporate, and individual.

*He delves into how you can make right-brained and left-brained approaches to funders.*

The third step gives you ideas on how to customize your proposal. This becomes the nuts and bolts of writing a good proposal, and the place where your left-brain kicks in.

The fourth and last step is covered in the shortest chapter – how do you respond to a funder’s decision. The author gives you good tips on how to ask for feedback to allow you to rewrite your proposal to match the funder’s feedback. The chapter is broken down into what you should do if your proposal has been approved or is still pending, and how to reapply.

*Each chapter contains the best grant writing tips, gleaned from experts, and how they apply to his four steps.*

Throughout the book are photos of Mr. Johncock in costume posing in comical photos with a great smile on his face.

His book concludes with a useful appendix that includes worksheets, sample proposals, evaluation forms, and time sheets. You can read more about his book , and do the assignments on the process of grant writing on his website – [www.4Grants.Net](http://www.4Grants.Net). He ends his book with a piece of wisdom.



“Pour all your heart and soul into what you do. Rely on your skills, and trust your intuition.”

*If I came across this book in a store, I would flip open the front covers, read the steps, and buy it.*

Order this book online: <http://www.4Grants.Net/newbook.htm>.

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