# Roadmap for Specific Aims

- Define your phenomenon (what is it?)
- Why is it important and to whom?
- What's the missing piece that I will address?
- Why is it important to know this?
- How am I going to do it?
- What will we learn as a result?

Goal: Reviewer should have clear idea of proposal, be excited, and want to read the rest.

# Language is critical in Specific Aims

Clearly written

Exciting science

Important work

Feasible

# Impact Statements:
# Build a Narrative

- Strengths and track record

- Who's your target population?

- Differentiate yourself (think outside of the lab)
  - Blogs, Teaching Gardens, Maize Maze, video games, iPod apps, local school programs, college wide symposium, state agencies, dept/college culture

# Critical concept

- You can't do it all– better to choose an area in which you excel and can make a contribution (realistically) and build your story of success around it.