Do and Don'ts for Grant Applications (from e-Science Info)

Do make a compelling case for why the question is important and must be addressed, and place this early in the proposal; after one page, the reviewer should be excited about the proposed research.

Do describe in detail that will provide the requisite expertise needed to accomplish the proposed research, establishing collaboration is one of the easiest ways to ensure that the proper expertise is represented on an application.

Do write the proposal in such a way that any reviewer can understand it; Applicants should remember that proposals are evaluated by multiple reviewers with varying scientific expertise and backgrounds.

Do follow each and every rule of the funding guidelines.

Do make the proposal relevant to the program's core objectives.

DO NOT present a continuation of doctoral work without a clear distinction of how this will advance the science to the next stage.

DO NOT propose too much, it is easy for a young investigator to become overly ambitious - and to be criticized as result.