There are a number of reasons why you might choose to create your own internship. You may have exhausted your resources searching for established internships (databases, internet, directories) or you may have identified an organization that is a match for your career goals, but currently does not have an internship program. A professional well thought-out process and proposal could lead to a fruitful internship experience.

SEARCH & NETWORK

- Searching for an internship requires resourcefulness and initiative. It is unlikely that every organization will offer a structured internship program. Once you know the type of internship you are seeking, use all available resources and search companies' websites to see if they offer internship opportunities. If you don't see that internships are available, try to find a point of contact so that you can inquire about internships.
- Network with your family, faculty, friends, fellow students, former supervisors and co-workers, and neighbors to get internship leads. Let them know where (by company, type of job, or industry) you are looking for an internship and ask them for referrals to contacts or potential openings.

CREATE

You'd be surprised at how favorably employers might respond to the prospect of having a talented student on board for a short-term project. Maybe a company is engaged in a project or has one stuck on the "back burner." Perhaps there's a problem they are trying to solve that their current staff doesn't have time to handle and it requires extra help. Do research on the company. Get into the habit of reading industry publications for the career field in which you are interested. You might uncover an article about an organization of interest to you. Create your own internship proposal.

DEVELOPING YOUR INTERNSHIP PROPOSAL

The general purpose of any proposal is to persuade the reader to do something. In this case, you will be trying to persuade a company to allow you to contribute to their organization as an intern. Proposals offer plans to fill a need and your reader will evaluate your plan according to how well your written presentation answers questions about; WHAT you are proposing, HOW you plan to do it, and WHEN you plan to do it.

The most basic composition of a proposal, as with any other written document, is simple; it needs a beginning (the Introduction), a middle (the Body of material to be presented) and an end (the Conclusion/Recommendation).

- The **INTRODUCTION** presents and summarizes the problem you intend to solve and your solution to that problem, including the benefits the organization will receive from the solution and the cost of that solution.
- The **BODY** of the proposal should explain the complete details of the solution: how the job will be done, broken into separate tasks; what method will be used to do it, including the equipment, material, and personnel that would be required; when the work will begin; and, when the job will be completed. It should also present a detailed cost breakdown for the entire job.
- The **CONCLUSION** should emphasize the benefits that the organization will realize from your solution to the problem and should urge the reader to action. It should be encouraging, confident, and assertive in tone.

Proposals are informative and utilize persuasive writing because this is an attempt to educate the reader and to convince that reader to do something. The goal of the writer is not only to persuade the reader to do what is being requested, but also to make the reader believe that the solution is practical and appropriate. In persuasive proposal writing, the case is built by the demonstration of logic and reason in the approach taken in the solution.

Facts must lead logically and inevitably to the conclusion and/or the solution presented. Evidence should be given in a descending order of importance, beginning with the most important evidence and ending with the least important.

Any questions that the reader might pose should be anticipated and answered in a way that reflects the stated position of your proposal. It is important that the writer, also, considers all sides of the argument – providing other alternative solutions to the problem, but showing how the one chosen is superior to the others included.