

The Written Word

We write for you

The Place
555 Avenue Ave.
New York, NY
(555) 555-0000

Dear Mr. Lattimore,

I would like to raise
congratulations about
the success of

the successful
of the new

business plan
project for

the

Best Regards,
[Signature]



www.thewrittenword.in

The Written Word

The Written Word believes that the dictionary is one of the best examples of documentation principles put to great use. It is **easy to read, refer, and moreover, universal in its appeal.**

The Written Word is a **Content Writing and Development** company, specializing in providing top-notch content and instructional design services of international standards. Our team is a heady mix of talented **creative writers, instructional designers, graphic developers** and seasoned project managers. We are here to **help you communicate effectively** – through precise and succinct content and we can take on any project that you can think up of... well, almost!

Why Consult Us?

Because, we:

Make all your documentation requirements simple,:

- by taking the audience's perspective.
- by not making the assumptions that experts tend to make.
- by asking meaningful and logical questions and assimilating as much knowledge as it can about a product or service, and,
- by presenting that information in a simple, lucid, and logical way.
- by writing with a fresh set of eyes.
- by delivering clear, concise, cogent, and comprehensive products/ services that are eminently readable, aesthetically appealing, and easy to understand.
- by ensuring that you get genuine VFM (value for money).
- by writing to primarily teach and communicate.
- by maintaining consistency, uniformity, and adherence to standards and specifications set either by you or created by us.
- by using the MSTP (Microsoft Manual of Style for Technical Publications), the CSTD (Cisco Systems Technical Documentation) style guide, and the Chicago Manual of Style day-in and day-out!

Outsourcing any and all your documentation needs to us makes business sense.

The advantages we offer are:

- **Enforceable** Non-Disclosure Agreement
- **Single source** for all documentation requirements
- Operational **flexibility**
- Assurance of **timely completion** of assignments
- **No resource crunch** when delivery requirements peak
- **No resource redundancy** when requirements slack
- **Cost savings** on recruitment, training, and other overheads
- **Lower costs** than having in-house documentation team
- Allows you to **focus on your core competencies and businesses**
- **Enhanced customer delight** that could lead to repeat orders
- **Enhanced corporate branding** and image through sleek documentation



Our services

For you, apart from copy-editing and proofreading, we will offer our consultation services in the following domains in simpler words, **write, develop, and create.**

Creative Writing

- Articles and Reviews
- Blogs
- Website Content
- Advertisements
- Presentations, Brochures
- Any Other Written Communication or Documentation requiring dollops of creativity

Technical Documentation

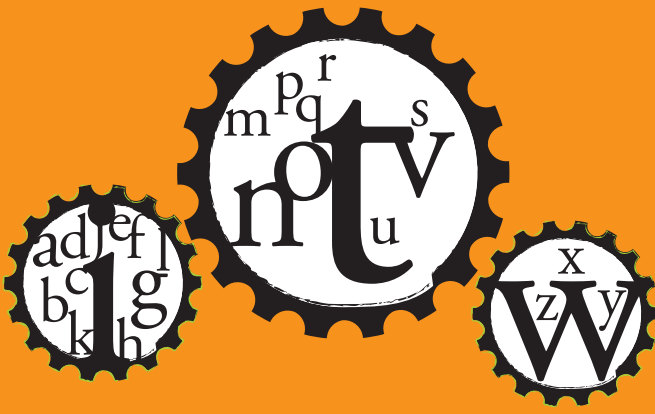
- User Manuals
- Maintenance Manuals
- Online Help
- Policy & Procedure Manuals
- HR Manuals

Instructional Design (CBTs, WBTs, ILTs, Blended Learning)

- Training Needs Analysis
- Content Analysis / Sourcing
- Creating Instructional Design Documents (IDDs)
- Storyboarding (Creation/Review)
- Creating Assessments
- Performing QA at various levels
- Interacting with SMEs, Graphics and Technology teams
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Corporate Writing

- Corporate Website Content
- Corporate Brochures
- Corporate Profile Presentations
- Newsletters
- White Papers
- Case Studies
- Business Proposals
- Business Reports
- Annual Reports
- Any Other Form of Corporate Written Communication or Documentation



Blog Management Services

- Blog Setup (BlogSpot, Wordpress and others)
- Blog Ghost Writing / Rewriting
- Blog Customizations (Professionally designed templates, plug-ins and widgets)
- Social Media Optimization (Facebook, MySpace, Twitter, and others)
- Search Engine Optimization (Google, Yahoo, Bing and others)
- Blog Analytics Reports

eBay Content Services (SEO Driven)

- 'About Us' Descriptions
- eBay Listing Titles
- Product Descriptions and Catalogs
- Framing / Editing / Optimizing store policies, including:
 - o Shipment Policy
 - o Replacement Policy
 - o Payment Policy
 - o Return Policy
 - o Terms of Sale

SEO Writing Services

- Writing for SEO
- Article Ghost Writing / Rewriting
- Wiki Writing



We aim to change the way the world looks at documentation and writing.

We intend to do so by transforming 'just write something' to 'write to understand'.



W W



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Contact Details

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