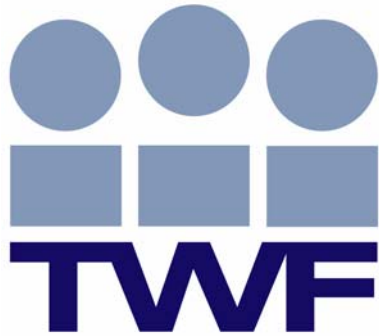


Effective Written Communication



Effective Written Communication

Effective written communication is a corner stone of all successful businesses.

How well you communicate with your employees, customers and suppliers directly impacts your bottom line.

The Writing Factory Inc. (TWF) can improve your internal and external communications. By integrating authoring, archiving and dissemination of either web-based or paper-based content, **TWF** can help you get your message out in a clear, concise way.

Authoring

Everyone in business writes, but not everyone writes well.

English is a complex, robust and vibrant language. It has potential for great beauty and great simplicity. In business, simplicity is the ultimate goal. **TWF's** Technical Writers have the knowledge, skill and experience to author your content in an easy-to-read style.

Archiving

Archiving information, whether it is the written word, graphical content, an image, or numerical data, etc., is more than simply storing a file in a folder on a hard drive. Our Knowledge Management (KM) consultants have the technological skill and experience to help you select the most appropriate content management application and then assist you in its implementation.

Dissemination

Putting the right information in the right person's hands at the right time empowers innovation and progress. The data must also be in a useable file format. **TWF's** KM consultants can help you select appropriate technologies that make data sharing and transfer easy and simple.

The TWF Difference

Our Approach

The Writing Factory Inc.'s (TWF) proven structured approach to projects lets us define your unique requirements.

TWF's proposals are straight forward documents that clearly state the deliverables, the time frame and the project costs. With **TWF**, there are no surprises.

Project Management

TWF utilizes a simple, direct project management methodology. It keeps you informed of your project's progress on a regular basis.

The Scope of Work (SOW) details the project deliverables, **TWF's** responsibilities, your responsibilities, and the project's milestones, time frame and costs.

Where applicable, our skilled **TWF** Consultants prepare a Detailed Project Plan. The Plan is used to implement the SOW specifics. It is all part of keeping you informed.

Regular Status Meetings are an integral part of any project. Each Meeting has an Agenda and is followed up by a structured set of Minutes. The Meetings are to discuss any issues directly related to the project's progress. A typical Meeting lasts 30 – 45 minutes or less. With **TWF**, we keep it simple!

After the Meeting, the **TWF** Consultant prepares and distributes the Minutes to the whole team via e-mail. The Minutes use an effective structure that communicates all the key issues, decisions made and actions discussed during the Meeting.

Bi-weekly or monthly Status Reports are issued throughout the project. Using a clear, concise, easy-to-read format, the Report accompanies the Minutes of the Status Meeting.



TWF Authoring

At **The Writing Factory Inc. (TWF)**, our objective is to elevate the quality of your documentation so you get the value you need.

Quality writing is always worth the price.

Quality Writing

TWF's senior Technical Writers spend less time producing superior quality content. Everyone in business writes, but not everyone writes well. Our Writers know how to create reader-centered content that is easy to read and understand the first time.

Plain Language

Plain language is clear, concise writing that focuses on the audience. Each industry has its own "jargon" and to others that jargon is can be confusing, e.g. the legal profession. **TWF** promotes the principles of plain language because clear communication always works.

Single Sourcing

Single sourcing is writing content once and then repurposing it based on the user's need. **TWF** expands this definition by authoring content to meet a specific user's need ("conditional text"), identifying the "conditional text" using mark-up and then disseminating that content based on the condition. This allows **TWF** writers to target information to a user's specific need.

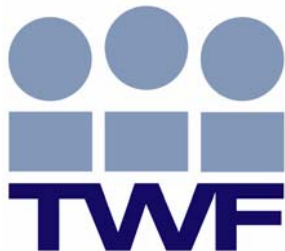
Best Practices

TWF employees a comprehensive set of writing best practices to ensure consistently, high-quality writing throughout your organization, whether that be across the office or around the globe.

Utilizing a thorough set of document metadata standards ensures content is easy to track, search and locate. A **TWF** developed Writing Style Guide can serve as a consistent benchmark for all writing resources within your company.

TWF Archiving

Effective Information Storage



The Writing Factory Inc. (TWF) knows that the “right content” is of little value if the right user can not find it when they need it.

A centralized document repository that is part of an enterprise content management system (CMS) is an effective solution.

However, businesses today tends to purchase a variety of technology solutions and then “shoe-horn” their business processes to fit the technologies. **TWF** knows and understands that buying “appropriate” technology that fits with the company’s proven processes serves as a driver of innovation and forward momentum. Thoughtless reliance on technology is a liability, not an asset.

A CMS must allow a user to “check out” a document, use it and then “check” it back in again. Another user must be able to see who “checked out” a document. Document versioning must be control.

The multiple user-access feature allows for a collaborative approach to authoring.

The document repository must be flexible enough to disseminate the same content in multiple file formats based on user’s need.

Utilizing text markup, e.g. HTML, XML, SGML, allows for the development and inclusion of metadata. Metadata is data (author, title, creation date, etc.) about data (the document). Quality metadata, like the Dublin Core metadata, facilitates content searching.

Search engines must inspect each file’s content and metadata and display the results in a meaningful manner. In this way, archived information is quickly and readily available when and where it is required.

TWF Dissemination

The Writing Factory Inc. (TWF) understands that providing management with reams and reams of data/information only leads to frustration. With the pace of business today, managers do not have the time to sift through mounds of data just to extract the few “nuggets” they need.

Technology Integration

TWF integrates authoring and archiving best practices and combines them with appropriate dissemination technology to provide employees and management with the information they need when they need it.

Today’s content management systems (CMS) allow customers and suppliers to share data.

Microsoft’s .Net, SharePoint and SQL Server technology allows for the development of web-based applications that expand your customer service levels. Small to medium sized businesses now have the power and reach that were once limited to large corporations.

TWF’s Knowledge Management (KM) consultants have the skill and experience to develop a comprehensive “blue print” road map to assist you in migrating your old technology to the .Net platform. And our Technical Writers will ensure your migration documentation is up dated, easy to use and comprehensive throughout the migration process.

When you think about it, all of the above have the same objective – to put the right information in the right hands at the right time.

TWF can empower your organization to increase efficiencies, increase productivity and increase profits.

TWF Services

The Writing Factory Inc. (TWF) offers its clients the following services.

Technical Writers

TWF uses only experienced, senior Technical Writers. Our Writers have the education, training and skills to author whatever type of documentation you need.

TWF is fully conversant with all of today's word processing and editing technologies:

- MS Office 2003 Professional, FrameMaker, Web Works, Acrobat, RoboHelp, etc.
- HTML, XML, SGML

TWF is familiar with a wide variety of compliance and legislative standards:

- ITIL, ITSM
- ISO, SOX
- HACCP
- MIL Specs, etc.

TWF can be your documentation team, or work with your documentation team.

Best Practices

Documentation best practices encompass all aspects of the documentation process – authoring, archiving and dissemination. We can develop a corporate writing style guide.

TWF show your employees how to improve the quality of their writing no matter what the type of document they are developing.

TWF's objective is to elevate the quality of the documents you create so you get the value you need.



TWF Services (cont'd)

Corporate Standards

Corporate branding, logo design, and a consistent look and feel are all part of a corporate standard. The best companies always strive for it.

Developing a set of internal and external documentation standards is part of the corporate branding process. **TWF's** Technical Writers can assist you in developing a comprehensive set of corporate documentation standards. Such standards free your employees to focus on their writing skills, facilitate content and document sharing and increase productivity.

Document Templates

Documents fall into two types: unstructured (the most common) and structured. Unstructured documents are formatted as the author writes them. This approach creates untold problems in content sharing, searching and dissemination.

Structured documents are based on a document template. A structured document separates formatting from content. This allows the author to focus on the quality of their writing.

TWF can build you a single document template or a series of integrated templates. Integrated templates permit the seamless sharing of content from one document to another (single sourcing), e.g. inserting marketing content into a proposal document.

Migration Documentation

Many small to medium sized companies have software applications based on old technology, e.g. FoxPro. While these applications are still functioning quite well, Microsoft's .Net platform provides so many benefits. **TWF** KM consultants can develop a migration road map that spells out a simple conversion process.

TWF's Technical Writers will ensure that the migration and development documentation is complete, easy to read and accurate.

The Writing Factory Inc.

Contact Information

For further information and personal service, please contact us via one of the methods below:

Address

The Writing Factory Inc.
1290 Redbank Cres.,
Oakville, ON L6H 1Y5

Phone

905 338-0065

Fax

905 338-2588

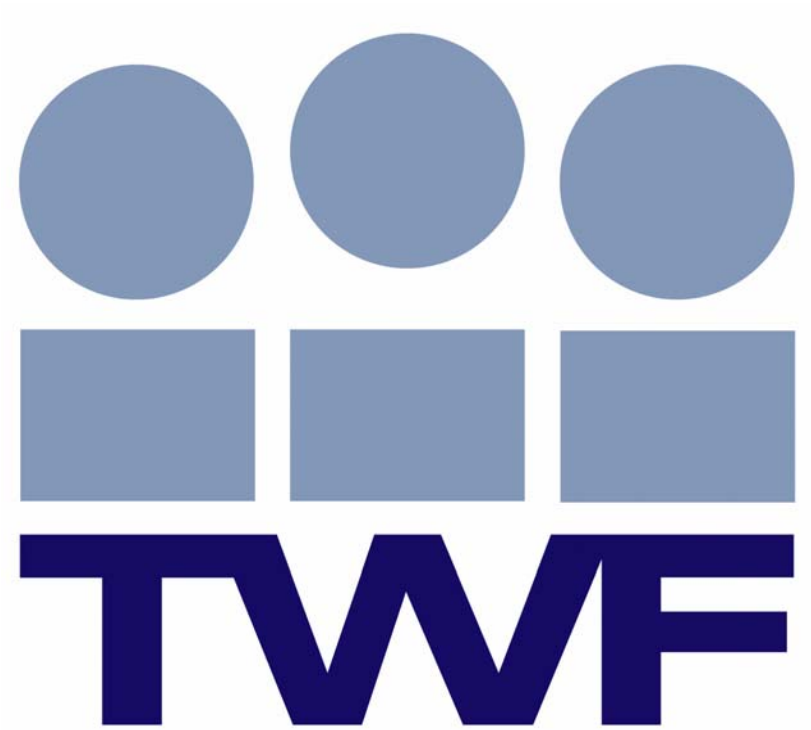
email

info@thewritingfactory.com

Personal Contact

Edward (Ted) Eastman: teastman@thewritingfactory.com





The Writing Factory Inc. 1290 Redbank Cres., Oakville ON L6H 1Y5 – 905 338-0065 – info@thewritingfactory.com