



Analytical and Persuasive Communications

- ▣ **Strategic Documents**—To define goals and strategies, to set agendas for action, or to shape an organization's image

- Organization Style Guides
- Strategic Plans
- Business Plans

- ▣ **Productivity Improvement Materials**—To describe and document processes

- Process and Quality Improvement Documentation
- Preliminary ISO 9000 Documentation

- ▣ **Reports**—To investigate options regarding products, methods, and equipment

- Research Projects
- Analytical Reports
- Project Management Plans
- Feasibility Reports
- Investigative and Court Reports

- ▣ **Proposals**—To recommend particular courses of action

- Scope of Work Presentations
- Requests for Proposals (RFPs) and Requests for Qualifications (RFQs)
- Responses to RFPs and RFQs
- Bid Proposals for Prospective Clients
- Persuasive Reports



Instructional and Compliance Documentation

- ▶ **Training Materials**—To develop staff competence in job skills and customer service

- Training Needs Assessments
 - Training Curricula and Trainers' Guides
 - Participant Handout Materials and Workbooks

- ▶ **Policies and Procedures**—To ensure compliance with company and regulatory requirements

- Policy and Procedure Manuals
 - Employee Handbooks
 - Safety Manuals
 - Products and Services Guides

- ▶ **Instructions**—To provide clear, step-by-step guides to help master a task

- Instructional Materials
 - Reference Guides
 - Product Specifications, Product Guides, and Users' Manuals
 - Computer Software On-line Help, Users' Guides, and Installation Instructions
 - Equipment Troubleshooting Guides

- ▶ **Personnel Documents**—To ensure effective human resource management, records maintenance, and performance assessment

- Job Descriptions
 - Performance Appraisals
 - Operational Plans and Project Schedules

- ▶ **Compliance Documentation**—To ensure up-to-date guidelines and legal disclosures

- Disclosure Forms
 - Regulatory Compliance Documentation



Marketing and Technical Publications

- ▶ **Customer Surveys**—To determine your organization's level of customer service and your employees' product knowledge and selling skills

Mystery Shoppings and Customer Service Assessments
Service Area Canvassing

- ▶ **Marketing Research and Planning**—To plan strategic and tactical marketing efforts

Marketing Analysis
Segmentation Studies
Competitive Comparisons
Target Market Cluster Analysis
Customer Profiling and Psychographic (Lifestyle) Analysis
Strategic and Tactical Marketing Plans

- ▶ **Technical Publication Writing and Editing**—To produce specialized business, technical, or academic documents

Technical and Academic Book Manuscript Editing
Web Site Strategic White Papers
Web Site Content Creation and Editing
Copy Editing of Translated Works
Professional Conference Publications
Master's Theses and Doctoral Dissertation Editing and Citation Format Review
Textbook Reviews

- ▶ **Business Presentation Materials**—To showcase ideas

Charts, Graphs, and Tabular Data Formatting
Technical Feature Articles
Executive Presentation and Conference Materials