

## Technical Communications:

The art and technique of using words and imagery effectively to convey information or ideas via multiple information platforms.

Do you feel that your documents are providing the information that you want?

If you haven't worked with a documentation specialist, you might be missing some critical information that is preventing your documents from being seen in the way that you intended.

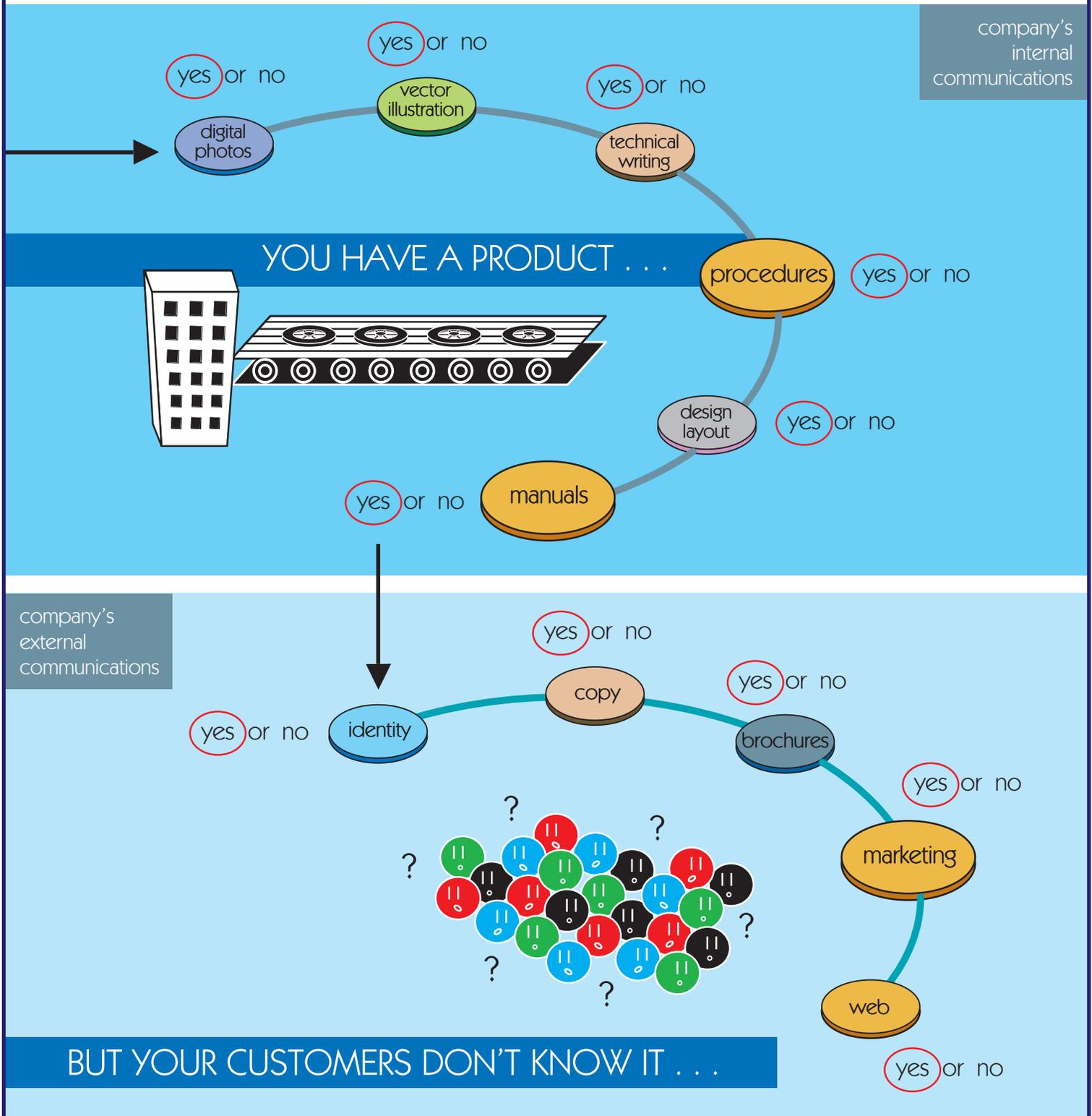
Everyone knows how to write. But writing isn't just about putting words onto paper. It's also about transmitting your thoughts to others.

The purpose can be different from person to person, but the intent is the same...

### **Communications**

Take another look at the documents that you send out to your customers. If you have any doubts about their effectiveness, then continue on to find your solution.

DO YOU HAVE TOO MUCH DATA AND NOT ENOUGH CLARITY?  
ARE YOUR CUSTOMERS UNHAPPY WITH YOUR COMMUNICATIONS?  
IF YOU SAID "YES" TO BOTH QUESTIONS, THEN YOU HAVE A PROBLEM!



Continue on to find your answer...



*Digital Photos* - Documenting the creation of your product through digital photos is a necessary first step for a technical communicator to obtain an in-depth understanding of the operations and production process. The document user will be rewarded with a strong knowledge base.

*Vector Illustrations* - In some cases, a photograph contains so much information that they cannot be used to support the textual content. Illustrations are created by the technical communicator with only the necessary details and callouts to help the user understand the document.

*Technical Writing* - A technical communicator uses in-depth research through a review of engineering documents, production techniques, marketing knowledge, and user needs to create the textual content that can be used for training documents and marketing collateral.

*Procedures* - The textual content is used to create instructions that can be used by internal company personnel to create standardized production practices that can help reduce waste, maintain ISO practices, and train service personnel for product maintenance.

A **technical communicator** is trained in document layout so that the user can easily follow the content and increase their learning curve. A poor design layout cannot only inhibit content retention, but can affect the reputation of your company.

An important aspect of any product is proper **documentation** that allows the user to feel comfortable while using your product. A product manual is the sidewalk that the user follows for a troublesome free and enjoyable time that increases your company's sterling reputation.

## Your Targeted Sales Projections



*Identity* - Just like your own identity, the product has to be given its own image so that a user can relate to it in their own life. A strong identity, closely associated with your company's, gives your marketing the ability to establish a conversation that will lead to sales.

*Copy* - The conversation must contain all of the necessary facts that a user will want to know to make an informed decision, while getting across all of the information that your company wants to create a relationship that will last. And it has to do it with style!

*Brochures* - Documents used by your marketing team must show the company's personality as well as the products. The copy is placed in an attractive package that will attract the customer's attention from all others.

*Marketing* - A corporate strategy must be established before you launch your product, or a clear message will not come across to the audience. If this message is not carried throughout your company, then it can't be outside of your company!

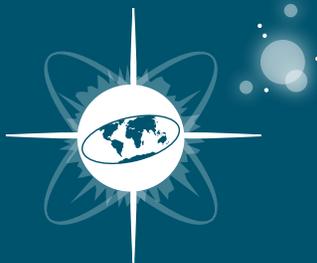
*Web* - There's a big world out there, and it's looking for your product! You have sent out your marketing brochures to your sales reps, but what about those other unreached areas. A well-planned web presence that works with your campaigns can break the barriers to get your company on its way to increased sales and visibility.

Technical Communications

## Your one-stop writing and designing solution

Whether your looking for simple copy writing,  
a full documentation project, or other projects  
incorporating imagery and writing,  
your answer can be found in one place.

Call today to see what C Brajkovich Writing & Research  
can do to help you solve your communication needs.



Visualizing the World in Words

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