



The Writing Way

Do you need a technical manual?

“What impressed me about Susan was her ability to learn the products we had and make clear, concise and usable documentation that is easy to navigate and makes sense. Susan was able to deal with documents that are hundreds of pages long, meet critical deadlines, get translation services completed and handle all the negotiations with outside printers and still come within the budget guidelines that had been set.”

Mat Bone, Technical Support Manager
Helius, Inc (now a Hughes company)
1st, 2nd, 3rd level support and
end user documentation

For those times when you need a designer or illustrator, contact The Writing Way to bid on your project. We are glad to fill in when you are between full time employees or when you can't afford to add a new employee.

The Writing Way brings you skilled writing and design experience in a variety of industries. From medical to high tech, The Writing Way has been providing technical and marketing writing, design, and illustration for over 12 years.

We use our experience, knowledge, and flexibility to work with you to develop and expose your branding to your audience.

Small jobs welcome!

“Demonstrating an incredible initiative and a strong dedication, Susan has been a godsend.”
Richard James, Senior Partner
Phoenix Learning Systems, Inc.
Software end user manuals

<http://www.thewritingway.com>
<http://www.thedesigningway.com>

801.491.8641
801.491.8869 (c)
info@thewritingway.com

Member

Society of Technical Communicators (STC)
Provo-Orem Chamber of Commerce
Women's Business Network
Start Up Princess

Writing and Graphic Design



Marketing Consulting



Branding



Advertising





Writing and Design Services

The Writing Way provides experienced, skilled writing and graphic design for many different projects. We deliver quality products and results with individual attention to your business and reasonable rates.

- » Press Releases
- » Brochures
- » Newsletters
- » Flyers
- » Logo and stationery design
- » Copywriting
- » Business cards
- » Case studies
- » Trade show signage
- » Business and marketing plans
- » Web site design and development
- » Policies and procedures manuals
- » Software and hardware documentation
- » Technical illustration
- » and more...



"Our experience with The Writing Way has been excellent. Susan McLain is a seasoned writer whose command of the English language makes her writing easily adaptable to a wide variety of voices and styles. And because of her experience as a marketing manager, she adds more value to any project than a copy writer alone could ever do. Plus, she is eager to exceed expectations and very easy to work with."

Bill Brady - Senior Partner, M2

Marketing Consultation

The Writing Way provides individualized marketing consulting for small businesses.

One to two hours of consultation can generally help to clarify your marketing and company direction. A clear understanding of your target audience, goals, and means of delivering advertising that reaches your audience enables your company to succeed.

We research and develop a program with you for your marketing needs in order to meet your goals. We are sensitive to small businesses with a small budget and our aim is to help you survive and succeed.

Branding

Branding communicates volumes to the consumer. Careful thought and planning when defining your business name, logo, and look will pay back volumes when you advertise. The Writing Way can assist you in developing your specific branding and look, enabling you to provide a consistent message to your audience.

For personalized, attentive service, use The Writing Way for all your marketing and advertising needs.

Call us for more information today
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Advertising Services

The Writing Way can support your advertising needs with graphic design, writing, and consulting. When we discuss your advertising options, we strive to cover all the bases including magazines, newspapers, online marketing, direct mail delivery, and trade shows.

We don't leave you in the dark--we consult with you prior to making recommendations and getting bids in order to help you use your advertising budget wisely and get the most bang for your buck.

Advertising solutions can include a combination of website ads, direct mail or online ads, magazine ads, trade show activities and more. Some clients even prefer billboard signs!



"When we approached Susan about designing a pamphlet for our company, we really had no idea what we wanted. Susan walked us through the process, giving us multiple samples to look at and suggestions until she saw a pattern of what appealed to us. She was masterful at taking all our pictures, statistics, quotes, etc. and compiling them into a format that said just what we wanted. She worked magic!"

Rick Comstock, owner
Pets For Protection