



Mike Hayden's

DOCUMENTATION EXPRESS

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Executives & Managers: Are you being dragged down by documentation problems?

“Every penny you invest in documentation should pay for itself. Don't let the lack of good documentation stunt the growth of your business.”



We've found that many managers are not getting what they want from their documentation projects -- and they experience a whole range of frustrations that never get relieved!

And there's an obvious reason for it: Many managers don't get what they want because the people they must depend on to deliver results frequently deliver excuses instead! Meanwhile, they feel the PRESSURES of deadline, ever-increasing costs, and embarrassing delays.

Do you want someone to help you to eliminate those worries? Do you want someone to deliver what you want ON TIME -- to give you peace of mind -- and better control of product development?

OK. Let's suppose you have some documentation problems -- and you wonder if we can really help. I think I can guess some of your questions.

“Mike, we can do everything in-house, why should I have you do it?”

We've been successful helping managers with scores of projects in dozens of companies. Thus, we provide special skills probably not available in-house. We help you focus POWER where you need it.

Our service keeps you in the driver's seat. The RESULTS make YOU look GOOD -- which means you can grow even faster.

Let's face it. With today's massive array of desktop publishing tools, everyone's gone tool-crazy! (“When all you have is a hammer, every problem looks like a nail!”) Would you rather have tools or results?

You still need people that can communicate effectively with customers, programmers, engineers, marketers, and management! That's our specialty!

“I can write, why should I have you do it?”

Actually, most people tell me they don't like (hate) technical writing. They simply don't have the TIME to research, write, edit, illustrate, and publish professional work.

Usually, they put off the writing until the last minute. Typically, this produces a hasty compromise.

Our service is practical and convenient. You get professionally written material ON TIME. You avoid writer's cramp. You save time, struggle, and money.

“What kind of writing do you do?”

We research, write, and publish business communication such as:

- Computer documentation
- Technical documentation
- Business process documentation
- Operations manuals
- Research reports
- Catalogs
- Training manuals
- Business plans
- Proposals
- Design specifications
- Newsletters
- Articles
- Press releases

Our streamlined documentation techniques have worked for many Bay Area businesses. They can work for you too!

“Yes, but can you handle the BIG projects?”

Projects can vary from one-page product bulletins, to multi-page reports, to 1000-page manuals. Here are some basic services common to most projects:

- Research and formulation of the writing project
- Interviewing of key personnel
- Copywriting, editing
- Wordprocessing
- Photography, illustration
- Publishing consultation
- Computerized typesetting, printing

Our many Silicon Valley clients appreciate our proven experience with computer systems (since 1961).

“Mike, you have a computer background. Do you specialize in software or hardware?”

Both. (For 9 years, I was a *software engineer* in real-time and multiprogramming environments. For the next 7 years, I served as *Software Design Manager, Senior Applications Analyst, and later, District Sales Manager.* I bring technical, management, and marketing experience to your project.)

So, call us when you want computer-oriented publications. We'll help you with design specifications, sales manuals, user and operator guides, tutorials, operating system documentation, manufacturing work instructions... You name it!

“But, can you do the necessary research?”

Yes. Our methodical research methods assure complete and accurate documentation. We use:

- On-site Visits
- Demonstrations
- Recorded Interviews
- Photography, sketches, etc.

The MOST expensive mistake is NOT having a SYSTEM to help you develop your documentation.

Our proven SYSTEM includes DOCUMENTED PROCESSES that give precise details for managing the whole publications cycle from planning and research through writing, reviews and publication.

“How does your company differ from ordinary job shops or agencies?”

Lower Prices. You don't pay inflated prices to cover fancy agency or “account executives.” You avoid both headhunter fees and rising employee costs. You only pay for what you use. We've slashed expensive frills and unnecessary overhead. We get the job done at a lower price -- without compromising quality.

Faster Results. We've streamlined our techniques on over 300 projects in Silicon Valley. Thus, you benefit from techniques proven in other companies. We've eliminated time wasters. We focus attention directly on YOUR project from start to finish. You get fast results - not excuses and delays.

Personal Service. You get personal service from a highly qualified and motivated expert. There's no agency double-talk or CYA memos. No matter the cost in agony or overtime -- we deliver.

“How do we start?”

You want to know more, of course. And you should. You're not buying so many words and sentences like a bushel of grapes. You are buying the skill, knowledge and intuition of other people. You want to know the people -- before you work with them.

So, let's set an appointment now to discuss your needs. We'll formulate your project in detail. The first step is Project Definition.

Together we'll document what you want, how you want it, when you want it. We will discuss various creative approaches before the project begins.

Don't let the lack of good documentation stunt the growth of your business!

Mike Hayden

Principal/Consultant

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<http://www.DocumentationExpress.com>



Client Testimonials

Read below what others have said about our services:

"Mike, You have been a wonderful asset to the company and I hope that we will be able to do business together again." -- W.C., Director Engineering, ThinkFree.Com

"Nice job, Mike. I really appreciate you're coming through for ThinkFree. I found it extremely hard to find someone sufficiently diligent and competent for them who'd agree to work onsite as much as they needed. It was a major relief to have them off my "emergency" list." -- A.D., President, Synergistech Communications, Inc.

"Mike: Excellent! In my opinion, the best manual/tutorial Qantel has ever produced!" E.I., Manager Marketing Applications, Qantel, Hayward, CA.

"This manual is unprecedented as a user's manual for ROLM Corporation ... most complete manual that has been prepared for ROLM ACD users." D.V., ACD Product Manager, ROLM Corporation, Santa Clara, CA.

"Dear Mike, This is the best manual this company has brought out ... I actually read it! ... well laid out ... easy to find data quickly." Sales Rep, Disonics, Milpitas, CA.

"Dear Mike, ... thank you for all the effort and time ... for being flexible in the times of the day (nights) that we could work ... for thorough research, design, organization, writing, layout, accuracy ... was impressed when the manual passed our stringent Configuration Control Board without changes. Your effectiveness as an individual was a major key to the success. Excellent!" C.N., Product Marketing Specialist, Disonics, Milpitas, CA.

"I really enjoy our association. I have a new look at things -- and new vigor! We're now writing down everything, step-by-step, for our (operations manuals) ... and starting new maintenance classes ... it's fun and interesting. Thanks." S.G., VP Sales, High Plains Transportation, Denver, CO.

"All questions answered knowledgeably ... documents accurately prepared ... activities

properly recorded and reported." E.L., Information Access, Belmont, CA.

"Thank you very much for the effort you put forth on our project. We are all very pleased with the results you gave us." R.S., Research Scientist, Kaman Nuclear, Colorado Springs, CO.

"Thank you for minimizing the problems at SRI ... installation and acceptance of the computers at SLAC, Stanford, Singer Link. I have come to depend on your ability to get things done - and in a creative manner." B.J., District Manager, SDS, Sunnyvale, CA.

"Interaction with our personnel is effective ... services free of problems." M.M., System Network Manager, Santa Clara, CA.

"... personnel are professional and appropriate ... always punctual ... well coordinated." J.C., System Engineer, IBM/ROLM, San Jose, CA

"I congratulate your design concept ... the job was a cinch with your having laid the design ground work ... I'll be happy to work with you again." E.L., President, InterMedia, Los Altos, CA

"Knowing you were available for consulting and tips gave me the security to go about my tasks without fear of being 'out there alone.' Your techniques and skills are quite valuable, keep sharing them!" B.J., Consultant, San Francisco, CA.

"Recently I had the good fortune of coming across your informative newsletter ... please add me to your mailing list. Thank You." S.M.G., Principal, Harbrace House, Irvine CA.

"(We recently ran) your program ... we saved about 10 hours of machine time for a problem which used to run 18 hours!" A.B., Project Engineer, Kaman Nuclear, Colorado Springs, CO.

(Testimonial Letters and Quality Assurance Audits on file.)

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