

DOCUMENTATION EXPRESS

Technical Writing that makes sense.

Mike Hayden

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<http://www.DocumentationExpress.com>

Monday, August 6, 2007

Dear Executive / Manager,

Three Reasons I Believe I'm the Candidate you want for Senior Technical Writer:

1. Because you want [documentation that makes sense](#)! Passionate to mobilize your high-tech company and its products? Then you'll love how my documentation can MAGNIFY your power to conquer problems, boost your profits, AND abolish your pressure and worry.

(For many managers, [documentation is a thorn in your side](#), a snake in the grass... a rock in your shoe ... your constant source of distress. **Still, you know you MUST document** your computer systems, technical products, and key business processes. You know you NEED talent, training, time, and tenacity to solve these problems.)

2. Because my "product" is [improved profits for you](#)! I will help you solve Profit-Purging Problems and seize Profit-Plenty Opportunities. I refined my proven *Documentation Express System* over hundreds of high-tech writing projects. So you'll get integrated consulting, training, and exclusive products to accelerate your business dreams.

3. Because my [Clients](#) know that nothing is smarter... and more profitable... than writing documentation that makes sense for their [Applications](#).

2Bridge, 3Com, Abbott Labs, AMD, Amdahl, Applied Materials, Bank of America, Concept Systems, Crown Zellerbach, CuTek, Dasonics, Geoworks, Harris, IBM, Intel, ITT, JPL, LaserSonics, Link General Precision, Lockheed, Measurex, Qume, Rolm, SRI, Sun, UltraTech, VLSI, ... *and many more.*

Let's become partners in creating new profits for YOUR business! I am excited about meeting you to demonstrate my qualifications and show you the results I delivered for companies like yours. **I am available now at 510-789-7578.**

Best Regards,



Mike Hayden -- "Ready to Travel"

Slightly Famous Author of

The Ultimate Career Builder: Turning cold careers into hot opportunities.

PS: I realize all I can ask for is a personal interview for Senior Technical Writer. I would love that chance. If you really want documentation that makes sense and makes money for you, please **call me now at (408) 817-5684** to schedule an appointment.

PPS: When we meet I will give you a FREE copy of "*The Ultimate Career Builder*" worth \$147.00!

To register as an Authorized Recruiter, please send a blank email to:

<mailto:recruiter@aweber.com>

<http://www.SeniorManagementServices.com/recruiter-page.html>

<http://www.SeniorManagementServices.com/DOCUMENTATION-EXPRESS.html>

<http://www.SeniorManagementServices.com>

Profile of Mike Hayden

Freelance Writer: Technical Documentation & Business Development

Summary

Professional writer with 15+ years' experience will help you solve thorny business problems and increase profits. Unfazed by relentless change and new technology. Compulsive on details and deadlines. Work equally well in suit n' tie or casual, alone or with teams. Money-Back Guarantee.

Skills and Expertise

Superior verbal & written communication skills. Expert at researching, organizing, and writing documentation. Delivered 30,000+ pages to Silicon Valley clients saving 37%-59% on every project.

Strong background in consulting with firsthand knowledge of customer service and account management. Includes over 15 years' experience working with engineers, programmers, managers and executives.

Languages, Tools, and Applications

- Fluent in MS Office, FrameMaker, Visio, Dreamweaver, Acrobat, (X)HTML, more. Able to master new technology quickly.
- Strong understanding of web application concepts and techniques.
- Working knowledge of Java, OOP, XML.

Experience and Qualifications

- 9 years as Software Engineer for Silicon Valley aerospace and scientific applications. Progressed from Scientific Programmer to Senior Analyst to Software Design Manager. Specialized in real-time systems, Monte Carlo simulation, and Bayesian Analysis.
- 4 years in Sales & Marketing for various software and mainframe manufacturers, selling to markets in technology, education, government, and biomedical. Wrote winning sales proposals. Achieved quotas of \$1 million plus. Progressed from Sales Representative to Senior Account Manager to District Sales Manager.
- 15+ years as freelance writer specializing in software, systems, and business documentation. Designed Documentation Express technology. Completed hundreds of documentation projects for more than 80 Silicon Valley clients.
- Clients include 3COM, Abbott Labs, AMD, Applied Materials, BofA, Bechtel, Dasonics, Geoworks, Intel, Lockheed, LaserSonics, Measurex, IBM/Rolm, Sun Microsystems, Tomy/Seiko, Ultratech, VLSI, many more.
- Authored business books for executive- and employee-markets.

Call today so I help you *solve profit-draining problems* and *seize profitable opportunities* using my extensive background, training, and Documentation Express technology.

Contact Information

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<http://www.SeniorManagementServices.com/DOCUMENTATION-EXPRESS.html>

CLIENT LIST

For your money you want proven experience and record of results.

Clients include: Electronics firms, software developers, banks, semiconductor manufacturers, consultants, even restaurants, shopping centers, and more, from small the business to the Fortune 500.

3Com Corporation	Abbott Critical Care Systems	Accutel
Advanced Micro Computers	Amdahl	Applied Materials
ARCO	Atherton Technology	Bank of America
Barter Systems	Bechtel	Butterfield Construction
Byte Shops, Inc.	CAD Graphics	Campers Limited
Canavest House Ltd, Canada	Codata Corporation	Credex Credit Directory
Crown Zellerbach	Decathlon Club	Diasonics, Inc.
Exxon	General Automation, Inc.	Geoworks
Graphic Information Systems	Harris Computer Systems	IBM/ROLM Corporation
Information Access Company	Intek	Intel
Interdata	International Data Services	ISC Systems
ITT	J.S. Wood, Artists	Landis & Gyr
LaserSonics	Lockheed Missiles & Space	Madelyn Burley-Allen
Max Chandler Associates	Measurex	Metrotech
Microcomputer Systems Corp.	Microdis International	Millbrae Florists
Moore Systems	Multi-Media Video	NL Rucker
Norman Data Defense Systems	Operations Control Systems	OutSource Inc.
Pascal Systems	Pebblesoft	Phil Stelling Tax Consultant
Priority Plus	Qantel	Qume
Remote Computing Corp.	Rockefeller Center	Saratoga Springs Resort
Seimens Rolm	Seven Diamond International	Shima & Associates
Shugart Associates	Singer Link - Aerospace	SiteMetrics
Speech Plus	Sun Microsystems	Systems Control, Inc.
Systems Plus	Technical Marketing National	The Country Store Art Co-op
The Factory Shopping Center	The Logo Company	ThinkFree
Time & Space Processing	Tomy Tech	Trans-A-File Systems Corp.
UltraTech Stepper	Unlimited Business Exchange	Velvet Turtle Restaurants
Wabash Cannonball	William Klein, Attorney	Winston Advertising
World Savings	Xebec Systems	Zyrex Corporation
Zytron Data Systems		

We've completed over 300 projects for over 80 Bay Area Companies like yours. We can show you specific examples of how each project was *taylor-made* for these clients using the Documentation Express System *that works every single time!*

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**TESTIMONIALS:
MONEY CAN'T BUY THIS KIND OF ADVERTISING**

"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, Dasonics, 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, Dasonics, Milpitas, 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.

"Dear Mike, 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., Director, Information Access, Belmont, CA.

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

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

"Dear Mike, 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

"Thank You! I appreciate the use of your materials." A.K., Principal, San Mateo, CA.

"Congratulations on an outstanding promotional idea!" C.G., Vice President, Data Disc, Sunnyvale, CA.

"I want to take a moment to let you know how much your support contributes to our Creative Department. Thank you again for your participation." T.C., Staff Manager, San Francisco, CA.

"Dear Mike, I'm so pleased with the October Newsletter ... we had excellent response from it. It definitely produced action. Thanks!" D.A. Vice President, Barter Systems, San Mateo, 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.

"Dear Mike, I, like most managers, receive a basket full of sales mail each day - most of it is trash, dull, and unimaginative. You succeed in telling about your product and yet sprinkle enough life into your letter that it got a whole reading - in fact even a response. Good work!" R.D., Director of Manufacturing, Cetec, Santa Clara, CA.

"Mike: ...(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.

"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 your time, talent and generosity ... we are indeed impressed with your interest and dependability ... you have provided a most worthwhile service." J.D.S., Principal, Redwood City, CA.

“Dear Mike, 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, Scientific Data Systems, Sunnyvale, CA.

“(Certificate of Appreciation)... in recognition of outstanding support of TI’s communication and leadership program.” C. S., President, Diablo 598.

“Dear Mike. Congratulation on achieving ATM ... reflects dedication ... high degree of enthusiasm ... strong self discipline ... effective communicator ...” T. J. M., Executive Director, Toastmasters International.

“I’ve always had confidence in your ability and enjoy working with you. I have every confidence that your support (in this area) will be professional and helpful.” C. S., Principal, OutSource.

“Mike, your reply to Daphne’s question shows a deep understanding of her target market. As a professional marketer, I’m impressed. And I’m hard to impress! Daphne would do well to consider and apply your feedback.” Cheers, Brandon, Evolve.biz

“Mike - what a wonderfully helpful email! You just saved me loads and loads of work! I so appreciate it! ... Thanks sooooo much. I’ll work to follow your advice. My goodness -- there is a lot to this! You’re amazing!!” Becky

“Awesome course, Mike... absolutely loved it!! Thanks for the link to your report...it’s really REVEALING!!! ...applaud your research! Cheers!” Kind Regards, Ash Patel, Director

“That [speech rewrite] is superb Mike. That would get my attention for sure. Excellent stuff.” O. Flaherty, Photography & Graphic Design, Wicklow, Ireland

“Hi Mike Wow!.....that was quick & detailed (honestly didn’t anticipate it). Will go through your comments in depth and come back to you. Thank you so much for your time, much appreciated” A.P. New Zealand

“Read your posts/replies... I must say, am really impressed at your ability to analyse, pinpoint and come up with appropriate, perfect and ‘sellable’ suggestions!!! Would highly appreciate your expert feedback on my ‘just-finished website’...”

“Mike, All I can say is WOW! That is really good.... no, make that GREAT! I can use that [sales presentation rewrite] both for the upcoming meeting and later for out Global Trade Institute business (teaching people how to import and export, etc globally). Thank You! Thank You! Thank You!” Allen, KingWebs, Jacksonville, FL

/testimonials/7/30/07

“I always enjoy your weekly newsletter... rare and ... useful gems for me. The consistency of your advice helps me stay on track with my documentation and delegation.. I use your position contracts and documentation of systems when hiring subcontractors ... I’ll definitely be an early bird buyer for your book. Keep me informed about it. Best regards, Stew”

“Mike, [Regarding your article on] Colors and Shapes ... With your insight, the obvious shapes (that we take for granted) have taken on a whole new light. I now look at logo’s and think about what you wrote ... I now look at colors and [have a] whole new thought process in marketing and uses. Thanks to you, Mike! PS: I would be interested in a little more info on ovals. Warmest regards,” Annie

“Mike, Very interesting PVT [121 re shape research]. I am thinking of creating my advertisements ... you have given me some great ideas. The great place to test these will be on Ebay. Also. I may change my book covers, too... So much information and so little time...” D.S.H.

“Mike, Great piece today. As for the guy who says “I’m a one man business so why do I need an organization chart?” I say document all [your] functions... to thrive... I’m using [your] approach to identify functional pieces I can carve out and hand off. I’m working with a bookkeeper to take over all repetitive accounting functions. [I saved] 4 hours a week I used to spend on this into marketing time... Keep up the good work.” S.W., Connecticut

“Mike, I have been struggling with this notion of aligning people and their companies. The top echelon wonders why [employees] don’t do more. Those looking up wonder why [execs] don’t appreciate them more... In a few short paragraphs, you caused the light bulb to come on... Thank you for showing us how to involve people in the company’s goals and purpose so that their own purpose is illuminated... tasks are completed [and] aligned, creating a better company and results. Bravo!” Jane Miller, Miller Institute

(Testimonial Letters and Quality Assurance Audits on file.)