
HOW TO SLASH DOCUMENTATION COSTS BY 50%

BUDGET WORRIES?

Dear Senior Manager,


Recently, I asked managers and executives about their in-house documentation budgets.

I asked, "Do you know how much you spend developing each manual, brochure and data sheet? How much to research, write, illustrate, update?"

Typically, they said, "We're too busy to keep track of those details. We assign employee(s) to the task ... when it's done, it's done."

They don't know their costs. Fact is, they *waste* a *lot* of money and time ... without even realizing it!

WHAT ARE YOUR COSTS?

 Analysis, using "in-house-writer's" wages, shows costs from **\$200 to \$400 per page** and up to develop documentation in-house. (Before printing.) For example,

Company A assigned an employee to produce a User's Manual. Four months later the 60-page manual was ready to print. Cost: \$15,132, about **\$252 per page**.

Company B spent \$200,000 (wages) and two years to produce a 700-page Programmer's Reference Manual. Initial cost: about **\$286 per page**. Worse, their client rejected the manual as "poor and unusable." After legal battles, they grudgingly upgraded the entire manual, spending another \$42,000. Final cost: **\$346 per page** (not including legal fees!)

Company C spent \$60,000 and 14 months to develop a 150-page manual. The cost: **\$400 per page!**

What are your true costs?

Smart managers today want ways to slash costs from their documentation budgets.

CAN YOU REDUCE YOUR COSTS?

Probably. To reduce documentation costs, you must develop a *streamlined documentation system*. (Not just a DTP - no more a *documentation system* than a fancy drill is a *dental system*.)

Develop a complete *system* of steps to collect, assemble, publish and update your documentation. Quantify, test, and *streamline* every step of the development process. Rigorously monitor costs and resources.

YES! SAVE 50% AND MORE!

Yes, you CAN save up to 50% and more when you use a tested and optimized system. You can save thousands of dollars - *per publication!*

You may not know all the possible benefits of this idea. But, I am sure you want the most for your money.

I'm sure you'd be happy if you could slash YOUR documentation development costs by 50%-65% ... while improving quality.

GET WHAT YOU WANT. PREDICTABLY.

And save at least 50%. *That's our business!*

As our client, you have access to a tried and true *system* that cuts documentation costs in half.

Our technology, streamlined over 300 projects, saves at least 50%. It solves expensive problems. You enjoy the outstanding solutions. Without the work, worry, and unnecessary expense.

OUR SERVICE PAYS FOR ITSELF!

The money you SAVE pays for our service.

And, saving money is not the only advantage. You get A-1 service and on-time delivery without wasting employee wages.

Do you really want to trim 50% from your documentation costs?

Let me conduct our *Needs Survey* for you. You talk. I *listen*. I find out what concerns YOU, what YOU want - and when. I present a detailed report.

Together, let's SEE if we CAN save you at least 50% ... and ensure what YOU want ... predictably.

Call TODAY for an appointment.

Find out how we can help you cut 50% from your documentation costs. Regards,

Mike Hayden

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Why delay? Reduce YOUR costs today.
Schedule your Needs Survey and Report.
Call now. "Real savings you can COUNT."