

TECHNICAL EDITING ... scientific/technical/how-to information, clearly and accurately conveyed

The result of well-edited technical writing is definitely NOT rocket science.

It's information that you can read and understand easily.

Whether you need to convey scientific or technical information, or write something practical – for example, a procedural (i.e. how-to) manual – you want ALL your intended readers to understand it easily. And quickly.

Imagine this situation:

You're using new software for an urgent task, you've run into a problem, you don't have time to wait on the helpline. In desperation, you go to the user manual. It MUST be clear, consistent and concise, and written in plain language.

The Australian Government's Office of Parliamentary Counsel has actively encouraged the use of plain language in legislation. Many Australian legal firms now see plain language as a benefit. Former US Vice-President Al Gore stated: "Plain language is a civil right".

And no matter what the subject, it CAN be done. You only need to read a page of *Cosmos – the science of everything* magazine to see this clear, understandable style for yourself.

Commercial BENEFITS of good technical writing and editing include:

- fewer support calls (and reduced support costs)
- enhanced reputation for your company and its product
- customer loyalty, including greater acceptance of upgrades and companion products
- less litigation for damage or injury.

Let's talk about your project

Contact me, Josephine Brown ➡

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*Be understood...
in print and online!*

