

BWrightWorks™

## ***Clients—Present and Past***

*Tailoring service to every need*

### ❑ ***World Wide Web***

- Hamtestonline.com
- Raizlabs.com
- TheCoffeeCoaster.com

### ❑ ***Fortune 500***

- MasterCard
- Chase†
- ExxonMobil†

### ❑ ***High Tech***

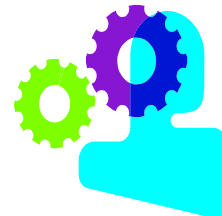
- Synchromesh Computing
- Winchester Systems
- Shaw Aero Devices
- Williams International†

### ❑ ***Publishing/IT***

- Addison-Wesley
- Stratford Publishing
- Neighborhood News
- MessageWay Solutions, Inc.†
- EDS

† *Name of descendant company*

Brian Wright, Proprietor  
brian@brianwright.com  
248.320.2813



BWrightWorks™



***Turn your  
documentation  
headaches into  
revenue!***

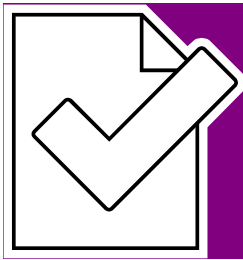


Tel: 248.320.2813

## To doc or not to doc...

If you're like most tech or IT-oriented firms, documentation has often been a royal pain in the neck, difficult to live with but impossible to live without. You have several projects you'd love to see enhanced with, or at least accompanied by, appropriate written materials—hardcopy or electronic:

- ❑ **User instructions**
- ❑ **Technical systems descriptions**
- ❑ **Operations software, training**
- ❑ **Procedures**
- ❑ **HTML and online publications**
- ❑ **Proposals**
- ❑ **Marketing literature**
- ❑ **Media releases**
- ❑ **Professional editing, help**
- ❑ **Government compliance**



**diversified needs**

Like any business, you want a great product or service at a fair price. And you want it *now*.

Whatever your document needs, let us quote the job. We can save you hundreds even thousands of dollars in “costs of apprehension” almost immediately. And these savings recur every period.

The following true-life cases show how “failure to doc”—or documenting incorrectly—can limit the income potential of your enterprise:

## — Cases —

- An automated assembly line goes down following a hardware-version update to the PLC devices. Auditors discover the update was performed without written procedures; i.e. human error causes a key step to be missed... and it's very expensive.
- Rather than “shell out the big bucks” to a professional agency, you commission a friend in the publications business to do your company brochure. The brochure contains numerous errors, even misspellings, and you still paid big bucks for something you can't really use.
- You've just created an elegant program for managing mailing lists, which users can download and install on their Websites. But the downloaded package contains no install instructions whatsoever!
- You're VP of a central financial transaction processing (TP) system that handles three-million bank transactions per day. The government is breathing down your neck to track *all* data from portal to portal. But you can't even tell them how the system calculates **fees!**
- Jane, the best player on your team, tracks the “big system's” performance using a subsystem of monitoring-and-control screens developed and orally explained to her by a long-gone programmer. Jane is making a career move to another company.

**Quick turnaround in all cases. What's yours?**

## We'll handle your overloads

BWrightWorks is a project-based company offering a multitude of specialized services, mainly in the area of technical and marketing communications, to a variety of clients—from Fortune 100 corporate giants to dynamic local, independent merchants.

## No job's too short, no job's too tall

Hi, I'm Brian Wright, proprietor of BWrightWorks. With a BSME, 15 years of technical writing/editing experience, a published network engineering text,



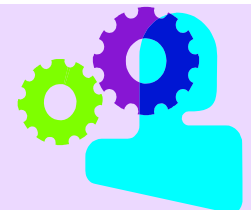
**qualified services**

and a commercial Website, I can assure you of full, attentive competence and expertise with all the modern tools of the trade—including Web management tools, html

help software, Dreamweaver, FrameMaker, AuthorIT, the MS Office programs, and more.

**Give me a call,  
you'll be glad you did**

**BWrightWorks™**



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