

Scott Weeks

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Wordcraftsman

Editorial Services

Writing to:

Inform

Influence

Sell

My Mission

Effective communication is knowing what to say and how to say it. Even the greatest idea or product will struggle to get noticed if we fail to communicate its true value and the characteristics that separate it from the pack.

But in today's lean corporate environment, you don't always have the time or resources to devote to copywriting and editing – you need to focus on your core competencies.

I founded Wordcraftsman Editorial Services with the mission of working closely with businesses both large and small to hone your message and deliver it crisply and effectively to the right audience in the appropriate medium.

Let me put my 10 years of professional experience in publishing, writing and strategic management consulting to work for you, whether you need a long-term outsourcing arrangement or periodic freelance support to work on specific projects, overcome temporary resource constraints or address a deadline crunch.

I'm here to help you achieve success – by helping you inform, influence and sell through effective communication.

My Services

I specialize in writing, editing and copywriting services for business clients from organizations of all sizes. Due to my unique combination of writing, consulting and business experience, I focus my services in the following areas:

- **Sales and Marketing**
- **Investor Relations
& Corporate Communications**
- **Business Plans, Proposals and RFPs**
- **Policies and Procedures**
- **White Papers, Newsletters and User's Manuals**
- **Feature Articles**
- **Editing and Research**
- **Project Management**

Sales and Marketing

I can help develop or refine a variety of Sales and Marketing materials, always focusing on understanding the target audience, the subject, and the message that you are trying to convey.

My publishing background includes development of marketing brochures and materials in a variety of media, while my consulting experience has honed my ability to develop presentations and to influence an audience.

- **Marketing Plans**
- **Marketing Brochures**
- **Presentations**
- **Speeches**
- **Ad Copy**
- **Product and Service Descriptions**
- **Website Content**

Investor Relations & Corporate Communications

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The current economic environment requires that communication with stakeholders (whether internal or external) be transparent, consistent, and most of all, effective.

I understand how the media reads and interprets this material, as well as how investors react to it, and can therefore add significant value to your IR & Corporate Communications efforts.

- **Annual Reports**
- **Quarterly Reports**
- **Presentations and Speeches**
- **Press Releases**
- **Internal Communications**
- **Internal Newsletters**
- **Shareholder Newsletters**
- **Website Content**

Business Plans, Proposals and RFPs

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As a result of my consulting background, I have extensive experience writing Proposals and RFP responses, as well as developing RFPs themselves (including requirements identification and documentation).

I have also developed Business Plans for a variety of purposes and audiences (for start-ups seeking funding as well as developing internal business cases for specific projects). I understand the purpose of these documents and am very effective in providing the appropriate information and the right message.

- **Business Plans**
- **Proposals**
- **Requests for Proposal**

Policies and Procedures

I can work with you to develop a variety of Human Resource-related materials, whether related to employee relations or business processes and procedures.

My consulting background, as well as my experience as a manager of an editorial department and a small consulting group, provides me with important insights into how to achieve maximum effectiveness for this type of documentation.

- **Employee Policy Manuals and Statements**
- **Business Procedures Documentation**
- **Training Documentation Development**

White Papers, Newsletters and User's Manuals

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White Papers and User's Manuals can convey your true expertise and bring users closer to your products. But if poorly written, they can have the entirely opposite effect. I can help you achieve the former result.

I can also put my extensive Newsletter writing experience to work for you, either developing and managing entire Newsletters for you, or developing specific content on an as-needed basis. My Newsletter services are geared towards a variety of internal and external audiences, including customers, investors, employees, vendors and partners.

- **Business or Technical White Papers**
- **Newsletters**
- **User's Manuals**

Feature Articles

I have extensive Feature Article writing and editing experience in the subject areas listed below. I work with business clients to either co-author or ghost-write articles and books, providing a very effective way to boost your professional image and that of your company by positioning you as an expert in your field.

I also am available to write articles for media and publishing companies (general interest, industry and trade publications) on a byline basis.

- **International Finance and Economics**
- **Investment Management / Capital Markets**
- **Business**
- **Technology**
- **Latin America**

Editing and Research

I also provide Editing and Research services for business clients. Editing services may include extensive re-writes or simple tightening and clean-up, as desired.

Research services include general analysis of news and competitors as they relate to your industry, or research support for the development of presentations and speeches. Other research projects can be discussed based on your specific needs.

- **Editing**
- **Research for Presentations and Speeches**
- **Competitive Analysis**
- **News Analysis**

Project Management

My publishing and consulting experience includes management of a variety of editorial, strategy and Internet / technology projects (including large-scale banking technology projects).

I can provide full-service outsourcing of editorial projects by coordinating design, writing / editing and production. I also can put my experience to work for you by developing Project Management policies and procedures (issues tracking, status reporting, documentation standards, etc.) and providing other Project Management services as needed.

- **Brochure Production and Printing**
- **Newsletter Production and Printing**
- **User's Guide / Manuals Production and Printing**
- **Web Development**

For More Information

Contact me to discuss your specific requirements and how I can help you achieve success.

I am confident that my unique blend of skills and experience will add value to your initiatives, and that you will enjoy my approach to meeting your needs.

I am totally focused on your satisfaction, and will always do my utmost to deliver high-quality results in a deadline-oriented, hassle-free manner.

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