WRITING IS FUN

My sincere thanks to all those who made this book happen.

INTRODUCTION

At one point of time in our life, we all want to pen down our thoughts, experiences, funny instances, etc. However, we get stuck; the reason is we don't know where to start. How to convert the matter in our heads in to words looks like a big question mark. That time, definitely, we think that had we become a writer this problem would not have happened to us.

There are so many people, who failed in the current corporate world due to communication problem; it can be a vocabulary problem, context-related sentence creation problem, etc. To become success in life, nowadays, one needs to have both communication and writing skills. Although you don't know any critical mathematical formulas, you can still win in this society by learning how to write and communicate, aptly in this context.

Be a winner!

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Passion to Write

1. The Urge to Write

Most of the times, we think that we can write a lot about the topic we know. However, when we sit with the pen and paper in hand, suddenly the mind goes blank and the pen does not move a fraction of an inch. Our James Bond mind that can think about anything under the Sun suddenly goes dumb. It won't give signals to the motor nerves so that the pen in our hand can start writing letters on the paper about the particular topic.

Most of the writers might have experienced the preceding feeling in their day-to-day lives. Sometimes, though we know the topic in hand, yet we won't feel the urge to write about that. Instead of writing about the topic, the mind starts wavering and we loose the direction. Professional writers control this kind of mind wavering and can direct themselves in such a way so that their mind can focus on the topic and the way to put it in words. They train themselves and their mind to resist this kind of going dumb feeling and keep themselves active and alert by following traditional methods like Yoga, Meditation, etc. That's why this blog wants to give

a tip to the amateur writers to follow as part of the solution to the 'going dumb' feeling as explained above.

2. Want to Become a Writer?

Congrats! Finally, you made a good decision to become a writer. This article helps you to know the few prerequisites, which help every writer to produce a masterpiece out of his/her writings.

There are a few writing prerequisites, which every writer should know, before he/she jumpstart to express his/herself. Although they are not technically complicated, to write a good piece of stuff, you need to have to have good English grammar and proofreading skills, a well-featured editor (software), a registered blog (to publish your thoughts and ideas), a good analytical mind (which you can develop as time goes by), and a best topic (about which you have thorough knowledge and insights). In addition, you need to have good presentation skills.

The preceding prerequisites are must for any topic to be converted into words and get published. While most of the stuff on Net is neither grammatically correct nor proofread for spelling mistakes. Readers, whenever they come across mistakes in your writing piece, stops what they have been reading and recommend the same to other readers also to

not to read your mistakes-full-content. And mistakes clearly wipe out your impression as a good writer in the mind of the reader. Once the impression has gone, readers would not mind or care whatever you convey them. They simply treat your stuff as nothing but crap!

You are expected to have good knowledge about what you are writing. This is must. Just duplicating somebody else content in different words does not work these days. Moreover, if you do that, you will be caught in copyright issues, which can prove fatal for your pocket. Therefore, before you decide to write about anything, understand it thoroughly and generate your point of view based on your readings, then, put your idea or opinion in words. Your content should be unique. Only then, readers spend time reading your stuff, otherwise NO.

Regarding the selection of topic for writing, it depends upon your calibre and capacity for understanding and explaining complex things in lucid language. If you choose a complicated topic and try to present the same in complex language, then, it is cocksure that your stuff will not attract readers. To get your stuff read, you need to simplify even complicated things

in your writing and present them in an easily understandable language. Always provide real time examples so that your readers can link themselves with the topic-in-hand.

In summary, as a writer to be read by more readers, you need to follow a few standards in your writing like using good grammar, presenting your stuff with an attractive layout and without spelling mistakes, etc.

Becoming a Writer

1. How to Become a Writer?

There are so many things happening around the world. Yet, whenever you sit to write about something, you are void of ideas. Even if you have an idea, you cannot elaborate on that because you do not have enough content with you to write about that. Moreover, gathering stuff about a specific point will take so much time, which you cannot afford. So, what to do? How can you accomplish your long-time cherished goal of becoming a writer? Is there any solution? YES, there is! Read further to know....

Writing about something needs knowledge about the same. Roughly, if you know at least 10 lines of information about a particular point, then chances are there that by the time you put it into words, those 10 lines will become only 3. Going by these statistics, you need to know a hell lot of information to write a 300-line article. Nevertheless, do you time have for this?

People around the world, most of the times, are busy with different things 24 x 7. However, writing something, which imparts knowledge, is nothing but a contribution from you to

this world. With the help of new publishing technologies, anyone can write with the help of an editor like MS-Word and get it instantly published through his or her own blogs, article directories, etc. But, the whole problem lies in writing meaningfully about something and giving it a new twist to differentiate it from what others have already written about the same topic.

Agile Writing is the concept, which helps you to write about different topics and can make your content famous without the need of any extra-time-spending on gathering information. Agile writing is nothing but writing about day-to-day events. For example, follow your News topics, which you have been doing everyday. Moreover, write an article about what you have read and analyzed from these news topics in a short crispy 100-line paragraphs. Once you gather stuff and start putting it into words, slowly within next 2/3 days, you will have lot of unique content about different topics. Then just browse through these topics, which you have written, and give them headings laced with sensational touch. Then, publish them either in your blog or submit them to an article directory.

Once your writings are published, then automatically you become an accomplished writer. After writings are published on the Net, then the web-crawlers will pickup and put them on their search-display links. Whenever people type specific keywords set by you for the content, your matter will be published for them. If your writings hold some significant stuff, automatically advertisers try to link their stuff to your writings and give you royalty for the same. All this makes you a commercial writer also.

In summary, this article with the help of Agile Writing concept let the readers know not only about different ways of where and how one can get different ideas for writing, but also about how one can publish them and can generate revenue out of the same.

2. How to Become a Commercial Writer?

So you have decided to become a commercial writer. Good! You want to improve you writing skills and at the same time want to earn money also. In these turbulent times, it is better to have a skill like writing which can fetch you not only name and fame but also earn you bucks through advertising, blog writing, article writing, etc.

Welcome to the world of commercial writing!

Writing is a passion; you need to nurture it if you want to become a great writer. Write at least an article per day. This kind of strategy improves your writing skills, thinking power, analyzing skills, and most importantly, you will come to know many new things. Because, to write about something, first, you need to know about that; do some research and then digest what the whole point is, think it from a different point of view so that you can present your views differently compared to others. You can improve the ingenuity in your writing by doing a little bit of creative thinking and presenting the whole stuff in a different way. This kind of writing strategy is what is needed and to be practiced by you to become a commercial writer and earn huge bucks.

To become a commercial writer, the first starting point is to start writing for article directories. These directories follow a few global writing standards and if your stuff meets their standards, they will accept and publish your article. The learning point here is that to make your article get accepted, you need to tune yourself and follow the global writing standards. Otherwise, it is next to impossible to get your stuff published. By continuously doing this like submitting your articles to different article directories and get them published, after a period of time, you will get automatically tuned yourself to write in the standard way. This you will come to know when most of your articles are getting accepted without any fuss.

Then make a portfolio of your writing stuff and mail it to different commercial writing establishments, so that they can go through your stuff and can make a decision. If they like your writing skills, then they may conduct a simple writing test. If you pass that then they will agree to give you a few assignments to complete within a period. Once you complete the stuff as per their standards, they will pay you the agreed amount per article. From that point onwards, you will become a COMMERCIAL WRITER.

In summary, you need to improve your writing skills, follow the global standards, present your skills, and win the hearts of your readers through you stuff. Once you do this, remember, you are on your way to become a commercial writer!

HAPPY WRITING!

3. How to Become a Technical Writer

Becoming a Technical Writer, if you have good command in both spoken and written language of your target audience, is easy. Just by knowing the target language cannot make your work easy like a cakewalk but that is the minimum expected requirement or a pre-requisite to be filled to become a technical writer. The second most important thing that you require is the attitude and readiness to learn new things. Technical domains are boring for most of the writers but some people who love machines/applications and their functionality loves them. The recent critical technical innovations across technical domains are making the technical writer job more important in today's environment to convey what has been invented to the masses.

Technical writing involves writing not only user guides across all domains but also creating proposals, datasheets, marketing collaterals, writing Release Notes, creating presentations, writing amazing technical articles about the recent developments either in the product or technology, etc. But, as part of the job, a typical Technical Writer writes task guides to different target audience like end users (who

use the application/technology), system administrators (who controls the application, decides and allots rights to various users, etc), database administrators (who deals with the product database), and various other audience who want to refer some critical data in their day-to-day operations of the particular application/machine/technology.

Whatever may be the field, the core part of a Technical writer job always involves gathering information, re-writing and presenting the content keeping the target audience in view, and distributing the written matter through appropriate channels of distribution. But, depending on what you are writing, the way you write differs. For example, if you are writing an end-user guide, then you are expected to write good task-related instructions so that the user, who follows your task instructions could able to complete the job without any hassle. However, the same kind of instruction writing cannot help you if you are writing marketing collaterals. In this case, you need to pitch your product in the market and for this you have to write in a subtle flowery language. While writing proposals, where you present your company's history, work experience, etc, in an impressive way, your writing should impress the reader and inculcate a sense of

respect and belief in your company. Like this, every collateral has its own kind of writing which a technical writer has to master.

If you have the aptitude to learn new things, then it will serve as a big boon to become a good technical writer. Because, for a technical writer, every day demands him/her to learn and understand new things either in terms of the product s/he is writing for or the domain or technology. You always need to keep yourself abreast of all the new developments that are happening in and around your product/technology/domain you are dealing with. Only then, you can give a best perspective to the reader about what you are writing.

Nowadays, technical writers are expected to generate and compile Online Help. For this, you need to know a few concerned tools/ HATs (Help Authoring Tools) like Robohelp, HelpStudio, MadCap, DoctoHelp, etc. You are expected to have knowledge at least in one of the above mentioned HATs. If you have knowledge in one HAT, it will be easy to acquire knowledge of other HATs also because all these HATs, basically, are there in the market for generating Online Help. But some HATs are very easy to use and put more

power in your hands by giving you sophisticated tools for your presentations.

Having good command over language and best presentation skills are not enough to become a technical writer. For information gathering, you must have good communication skills and an expertise to build rapport with your colleagues and the subject matter experts. Lack of communication skills can hinder your growth as a technical writer. You always need to look at what you do as a business and all the people whom you interact with are your customers. If you follow this viewpoint, you are supposed to treat your customers with respect because you do not want your business to break-down. In summary, to become a technical writer you need to have the following things:

- Good knowledge in your target audience language
- Aptitude to learn new things
- Communication skills
- Writing skills
- Presentation skills
- Tool knowledge

Best of Luck!

4. Unique Approach to Learn a Foreign Language

Learning new languages is always fun. Nowadays, most people know at least more than one language, the first language being their mother tongue. As English is regarded as an international language and is being spoken everywhere, everybody needs to learn it to communicate with their counterparts in this world. Quite often, people show interest in learning different foreign languages, which are being spoken by a majority of the people belonging to a certain region in this world. Learning a new language is a tough task. This article provides you a unique learning approach, which allows you to learn any new language within a short span of time.

Spanish, French, Germany, English, Hindi, etc, languages are the most popular languages spoken by majority of the communities around the world. Moreover, to do business, one needs to communicate in the native's language so that s/he can understand and deal better. Nevertheless, the whole problem starts when you sit to learn the new language. Every language has its own way of writing, words,

phrases, clichés, etc, unique to the region, where it was born and developed. If a foreign national wants to learn a language other than his/her own, s/he needs to learn from the alphabet stage. However, there are a few languages in this world, which use, in most percentage, English alphabets for writing but use different words to express different contexts. If the person knows English, it will become easier to him/her to learn this kind of languages as s/he already knows the alphabet part and only needs to know the different words and their meanings.

Languages such as Mandarin, Japanese, Korean, etc, are so tough and one needs to dedicate a lot of time to learn them. These languages come up with different sets of letters, words, phrases, etc, which makes them so tough to learn.

If you are interested in learning a new language, this article suggests you a unique learning approach, which is explained in the following points:

1. Concentrate on regular words and phrases
2. Repeat them in your mind quite often
3. Concentrate on one language at a time; do not try to learn more than one language at a time

4. Do not go for grammar in the initial stages
5. Try to understand what the natives speak; repeat the same and try to know the meaning and context of the spoken part
6. Remember every word and sentence with respective to the context
7. Repeat the preceding steps, as many times as you can, until you start understanding what the natives are speaking, effortlessly
8. Once, you are comfortable with the new language, then start concentrating on the grammar part

Following the preceding rules, within a few days, there are chances that you can become an expert in your chosen foreign language.

5. Writing is Fun

You have a hell lot of ideas in your mind and want to express the same to this world. But how? Having so many options to communicate yourself to this world, you would like to know which option is best both to obtain the maximum reach and for your pocket. This article suggests that you opt to writing as your medium of communication. Write whatever thoughts, ideas, etc, you have in your blog and get them published immediately. Through blogs, you can reach so many people who are interested in your ideas, instantly.

If you are a born storyteller, you may be using your voice as the medium for communication. However, that reach is limited. Although you can broadcast your stuff using radio as a medium, but still you cannot maximize your reach more than a few hundred domestic listeners. But imagine what if you chose writing as your medium of communication and get your stuff publish on the Net; understandably, your reach will maximize like never before. Not only domestic but also international audience will read your stuff.

Writing is fun. Anyone can become a writer. It is easy. All you need is a good idea of what you are writing about and a good

editor (software) so that you can layout what you have written in a neat and attractive way. If you want to publish your stuff, then the ONLY easy and affordable option is to register yourself with a website, which allows you to blog freely. Most of the websites provide free blogging facility! Therefore, there is no need to spend a single penny to publish your stuff.

Now, what you write about? Well! The world is yours and you can choose to write about any topic under the Sun. If you want to go easy, choose a topic from your unique experiences. Nobody knows much about your individual experiences but you. Definitely, the world will eagerly read your stuff and become curious about them, if you add a little bit of spice in explaining them.

In summary, make writing one of your habits. Express yourself through writing. Whatever terrific ideas are there in your little grey cells, spread them in this world and earn name, fame, and money for the same, all through choosing and implementing writing as your medium.

Different Documentation Collaterals

1. How to Write a Viable Proposal

Writing a proposal is a critical task. Every organization/company, which sells either product/ services, has to create a proposal explaining about itself, its products or services, what they can do, etc. As a writer, you need to be diligent while writing the proposal because your organization's fortunes are depended on its success. Proposals can make or mar the product/ service of an organization. Each statement counts. Moreover, chances are there that the client reads each line of your proposal before deciding whether to buy or not. Read further to know how to write a convincing proposal.

Proposals are two types: Solicited and Unsolicited. Solicited proposals are those proposals, which are requested by the clients themselves. In addition, unsolicited proposals are those proposals, which the organization has taken an initiative to write and send it to a client, who has not requested for it. In the latter case, chances are there that the client may not read the proposal at all.

A winning proposal presents the matter in a proper and attractive layout. The whole text is neatly divided into different headings and is organized clearly, so that there would not be any confusion for the reader while reading the proposal. All the headings are listed out under "Table of Contents" and the pages are numbered out. The font, the space between the lines, the space between the paras, the margins, header & footer, logos, product screenshots, etc, are properly taken care of.

An engaging proposal starts with an Executive summary of the organization and lists out the products/ services it wants to sell. In case of a product-based organization, all the features of the product will be listed out. In case of a service-based organization, all the concerned services with quality certifications will be listed out. The next step speaks about the USP of the product /service. To grab a share in this competitive market, your product /service must and should possess an USP (unique selling proposition/point), which is difficult to be copied by your competitors. Therefore, that USP has to be highlighted here.

The next thing is to identify your competitors and prepare a competitive analysis matrix. This matrix table gives the prospective client, at a glance, what are all the important features your product /service have, and at the same time, s/he will come to know whether such kind of features are available in your competitor's product/ service or not. This kind of presentation not only educates the client, but also give him/her a clear picture of the market trends, available features, competitive brands, etc information, so that s/he will weigh all the options before settling to buy your product/ service. In another way, when you take the additional step of presenting your organization product information along with the competitors' products without highlighting yours, that itself will convince the client about the confidence you have about the quality of your products/ services and will definitely convince him/her to buy your product.

An appealing proposal always tells the client how s/he will benefit using the products/ services provided. The Return on Investment (RoI) and other cost savings, if explained clearly, will definitely work in your favour. All the numbers should be presented in a graphical format, so that it will be easy for the client to grasp the stuff.

An alluring proposal always comes with support statements and proofs. It gives evidence where the products/ services were already implemented successfully and how those organizations, which have subscribed those products / services, benefited.

A fascinating proposal always includes information about the Work Plan, which includes methodologies, resources required, and schedules. This information gives an overall picture to the client and s/he will come to know beforehand that particular number of days will be required to execute the given project. This kind of stance will remove all the future misunderstandings between you and the prospective client.

Finally, tell about yourself, your qualification, your project execution capabilities, your experience, how you fit the role, etc, in the proposal so that the client will have no doubts about the potential of the proposal.

In summary, a viable proposal always presents itself with cutting-edge products/ services with razor-edge presentation strategies not only to win the clients but also to sell a robust and reliable product/ service.

2. How to Write Amazing Articles

So, you decided to write amazing articles! Most of the time whenever you want to write something amazing and prepare yourself by equipping yourself with a pen, paper or with your new cute laptop - suddenly you feel, internally, that your mind goes blank. At that moment, you feel that there is nothing to write, someone else already written whatever you feel to write, and there is nothing new to contribute. Why is that so? It is the common scenario that every writer comes across sometime or another but there are ways to overcome this kind of feeling (what is known as "idea emptiness"). Read further to know how you can overcome the gigantic feeling of the idea emptiness.

Writing is passion to some and for others it is a way of expressing themselves. Whatever the purpose may be, you need to have to have at least an idea in your mind about what you want to write. You need to organize your thoughts and do some research on the topic in your hand. Then only you can write about your selected topic. But quite often, you feel lack of ideas. On the other hand, whatever you know

was already there to read. In this kind of scenario, what you need to do? How you can write popular articles?

The answer is READ (RESEARCH, EXPLORE, APPLY, DEVELOP). Follow the READ concept and you will have lots of stuff to write. You need to select a topic first; the topic may be a well-known idea or an obscure one. Try to understand it fully by doing thorough RESEARCH. Then, EXPLORE the domain of the topic to find out the difference and similarities between different topics of the same domain. By doing this, you will come to know a lot many things about the topic domain, which will be helpful to you in your current and future writings.

Once the exploration is done, APPLY the logic of the topic on a real-time event so that you can highlight the same as an example. By doing this, you are explaining the reader that the logic you are talking is a practical one. When you talk about practicality, your credibility increases in the eyes of the reader.

After the practical part is explained, finally, DEVELOP the idea by applying your imagination based on the knowledge gained while gathering the stuff about the topic. Do not go

overboard. The only litmus test for this part is that the reader after reading your topic should agree with you in every sentence.

In summary, at any point of time when you want to write that amazing something but lack ideas/topics follow the READ concept religiously. No matter how esoteric your topic is, at the end, you will come up with a nice article and whoever reads it, will definitely compliment you.

3. How to Create Cutting-Edge Presentation Strategy

How many times did your Boss ask you to prepare a presentation? How many times did your management request you to change the presentation format to something inspiring? How many times did you ask yourself what is the problem with the current theme and why everybody asks me to present something new? If you did face all these questions at any point of time in your career, this article tells you the reason why everybody wants something new every time from you!

Presentations mostly happen in corporate culture. For example, if you want to tell your Boss how you accomplished a critical task within a short period, in corporate culture, you need to create a presentation and share your views or thoughts. Well, everybody does it. What is the catch! What makes your presentation different from others? How do make your audience remember what you told them even after a few days and think about your presentation?

The solution lies in the way you present. Everybody uses the same tools and techniques. However, they differ in the way they tell their audience how important is the point they are dealing with. Whatever you present, the ultimate aim is to drive your audience toward your viewpoint and make them agree to your designed solution. If your presentation is engaging and can turn your audience opinion in your favor, remember you are WINNING them. Finally, what should be there in your presentation that hooks the audience and listen to whatever you tell them attentively?

The solution is STORIES. Yes, you are reading it right! It is the age-old strategy but it still works even in today's corporate culture. Remember, everybody like stories. That is the easiest way one can explain the complex topics in a lucid way and the target audience can also easily remember the details of the presentation without straining his/her grey cells.

Present your ideas in a story format. Spice your text matter with some cartoon graphics. Draw the cartoon on the central theme of your story so that the viewer will get an idea of the story in one glance. Present both the text and the cartoon side-by-side so that the reader can easily understand what

you are trying to tell them. Relate your stories to the real-time events so that viewers can easily relate themselves with your presentation.

In summary, if you want to win your audience, then, learn how to relax yourself and make your audience also relax in the corporate boardroom during the time of your presentation. Tell them something that can ease their minds and lace them up with excitement. If at least one of your audience comes to you and recite your presentation story when you meet him/her after a few weeks, then remember, YOUR MISSION IS ACCOMPLISHED.

4. What is Corporate Writing?

Most companies use "We understand your business" as a heading in their websites to tell their clients in what way they try to understand the business of the latter. When you start reading what has written there, most of the times you find abstract thoughts of the writer without exactly mentioning what and how they does it. Welcome to the world of Corporate Writing!!! If corporate writing means using big obscure words and writing lengthy sentences without exactly telling what they mean, then it is nothing but an indication to revise the content of the website with immediate effect.

Writing is an art. If you want to convey something, then out of all the mediums, writing ranks first among the equals. Through writing, you not only convey your thoughts but also make the reader feel and excite about your stuff. Everything depends up on the words and sentences you use to write for your audience. Even a one-liner can lit the light of knowledge among thousands and millions of people, if written perfectly.

While writing for web, you need to present your points in a neat, trim, and perfect way. The readers will not spend much time on your site if they do not understand what you have

written. Do not use words, which are nearly absent in our daily conversations. If you feel that using complicated words gives your site a corporate touch, then forget about the clients and business. Since clients have to first, understand what you have written on your website; if you challenge their understanding by using complicated words and sentences in the name of corporate writing, then forget about bagging business.

Nobody have time to spend deciphering what your abstract and complex words convey. Corporate writing rules say to write simple and easy-to-understand sentences for readers' consumption. Because your company is big, there is no need to use big words! In fact, your words and sentence choices may affect your company's business.

Corporate writing always says to stick to short sentences, easy words, and no verbose phrases. Stick to this principle while writing any corporate stuff. At the end of your writing, there are chances that you may get a clear, concise, precise, and clarified piece of writing, which everyone can understand. Avoid jargons, clichés, and abstract words and phrases in your writing. Always keep your audience, to whom

you are writing, in mind; otherwise, chances are there that you may lose the track of conveying your purpose to the right audience. Think about your audience and always question yourself what they already know and what they are supposed to know now.

In summary, always remember that corporate communications are there to serve a purpose but not to convey abstract thoughts!

5. How to Write a Product Data Sheet

A data sheet helps the prospect to make right decisions about the product. A prospect goes through the data provided in the sheet and decides whether the product is according to his/her requirements or not; if the stuff listed in the sheet makes the prospect feels positive, no doubt, the maker of the product can see a sale around the corner. A data sheet lists out all the features of a product including the technical details and explains them in an easily understandable language to the prospect. It lists out all the advantages the prospect can get after using the product. Before buying a particular product, experienced technical people like to go through its data sheet and then take the decision whether to buy or not.

A good data sheet never neglects to list out even the minor features, which can make a difference to the person who uses the product. Showing the features in a graphical way besides explaining about the same makes a huge value addition to the product. The data sheet lay out should be in such a way that the content and the graphics presented in the sheet should appear in neatly divided sections (without

overlapping) with the explanation and the graphics changing positions from left-to-right or right-to-left in every alternative succeeding sections.

Depending upon the product features, the data sheet has to be divided into clear-cut sections with the subheadings describing the characteristics of the product.

The main components of a data sheet are as follows:

1. The product introduction: An introduction should be given about the product and its related other market categories.
2. Advantages of using the product: List out how the user can profit by using the product
3. Working process of the product: Explain the working process outline of the product for the benefit of the readers interested in the technical aspect of the same
4. Performance measurement factors of the product: List out the benchmarks to measure the performance of the product with respect to other products of the same/related category
5. Benefits in using the product: List out how the user will be benefited after using the product

6. Legal and safe use of the product: List out all the legal and safety aspects for using the product; list out all the safety certifications to tell the user how safe is the product and in what way
7. The cost-effectiveness of the product: This aspect is very important for the user as this factor forces the user to decide whether to buy the product or not
8. The disadvantages and how the user can minimize them: List out the disadvantages but give solutions to the user how they can be overcome. Listing out disadvantages, with solutions explained in brief, increases the credibility of both the product and the company, which built it.
9. Automation features of the product (if any): List out all the points the user can automate while using the product. Remember, everybody wants to break away from the monotonous way of doing things.
10. How the product can save the user's money: The prospect is always interested in how fast the investment made on the product can be recovered. The product ROI (Return on Investment) gives the prospect an idea of how fast the money invested can be recuperated and through what factors.

Finally, the data sheet can make or mar the selling prospects of a product. Presenting the nuances of the product in a crispy, concise, and informative manner in a data sheet really helps a product to make a hit.

6. What Topics to be covered in the Internal Newsletter

An internal newsletter targets company employees as its main audience. The periodically published newsletter is expected to talk about the employees and their achievements mainly. Birth/marriage/work/etc anniversaries relating to employees should be brought to notice through internal newsletter with colorful visuals accompanied by flowery text. Every newsletter carries the messages of company CEO/MD/etc targeting employees, company growth, and market conditions, which educate employees and give them a broader outlook about where their company stands in the present competitive market. No matter what, an internal newsletter surely serves the company in integrating employees of all roles and ranks like a united family.

All the events, small or big, that happen in the company can be highlighted through newsletters. The underlying idea of "United, we can achieve anything and everything" can be propagated using newsletter as a medium. You can conduct instant polls to know the pulse of the employees about any

critical issue and publish the same in the newsletter so that all the employees could come to know the opinion of their colleagues. If you are a knowledge-based company, you can use Newsletter to drive a reading campaign among the employees.

These kinds of campaigns help employees to educate themselves about new concepts, issues, policies, etc, relating to their domain and allow them to use their newly found knowledge to design and implement new processes that can help the company to save redundant costs in the long run.

So many things happen in the daily professional life of an employee.

While solving the unexpected issues under tremendous deadline pressures, the employee uses his/her little grey cells at lightening speed and uses the hidden knowledge base acquired through in-depth practical experience gained so far. Problem solving is important but sharing others how s/he solved the problem is "more important" from the company point of view. This kind of sharing helps the company to reduce the redundant efforts in solving the similar kind of problems in future. Moreover, the company's internal

newsletter is the only tool through which employees can share their unique personal work life experiences.

In summary, an internal newsletter acts as glue that binds the company with its employees by sharing their unique experiences, knowledge base, and talent. Just imagine if you can make this medium little bit interactive that forces the employee to contribute something for the newsletter, whenever it is published. By publishing the contributions of an employee along with his/her visual, the company is doing nothing but respecting the employee and at the same time letting him/her know that s/he is the valuable source for the company. This kind of appreciation and publicity makes an employee proud and increases his/her sense of belongingness to the company. This kind of belongingness in turn helps the company in retaining the crucial talent, which it requires in this heavily competitive world.

7. How to Write a Release Notes

Products are updated by their manufacturers following the market demands of the customers. After every updation, the manufacturer releases the new version of the product along with a Release Notes. This Release Notes talks about so many things about the product in terms of defects/bugs, enhancements, changes made to the existing features, etc. And every manufacturer tries to give precise and correct information in the Release Notes. Since there is no universal format about how to write the Release Notes, every company follows its own standards in presenting the content and layout design.

All over the world, there is a convention among the Release Notes documenters that the Release Notes should be written in Present Tense. But at the same time, all companies don't follow this rule religiously. Again, there is no consensus about how much content should be provided to the reader of the Release Notes relating to a particular topic. In companies, this decision is always taken by the Documentation Head in a subjective way. That means, whatever goes as part of the content to the reader, depends on the wish of the

Documentation Head. Nobody is quite sure about the content aspect. Some companies try to write the Release Notes as a mini-guide but a few others go for providing conceptual outline for the changes done along with respective guide links, where the new content in detail has been updated. Reader can click the guide links and read the content in detail, if s/he wants. < /P>

A few documenters debate about which tense should be used in Release Notes. As per them, if you are writing the Release Notes about a defect, then the problem part should be written in Past tense and the Solution should be written in the Present Tense. But, all over the world, documenters insist on writing all the Release Notes in Present Tense. A few others write in whatever tense they feel convenient; these guys argument is that they are mainly targeting the reader understanding aspect. Therefore, the stress is not upon the tense and sentence structure part but on the readability part.

In summary, how to write a proper Release Notes is proving to be a mystery for the new writer. Since the writer's content is always at the mercy of the Content Reviewer, there is much not scope on the part of the writer regarding how

much content should be provided to the reader. Unfortunately, there is not much content available in the Net relating to the Release Notes.

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