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How to Find a Good Content Writer

By Heather Reimer

More and more writers are piling onto the web to offer you their expert writing services. But are they really experts?

Here's how to tell if the copywriter or content writer you're considering has the "write" stuff:

1. What credentials do they bring to the job? Find out if they have an appropriate background like journalism, advertising or public relations.
2. How many years of writing experience do they have? Look for someone with a portfolio that goes back before there was an Internet.
3. Does their own website meet your standards for well-written content? If it's riddled with spelling and grammar mistakes or seems unclear, you know you're dealing with a wanna-be and not a pro.
4. Ask for samples of the type of writing you need, whether it's website content, a sales letter or a news release. Do you like what you see?
5. Make sure their work comes with a guarantee. Not just "I keep writing until it's good enough", but a full money-back offer.

6. If you think you've found your writer, commission a small, inexpensive project first. If you're happy with the quality and the speed with which it's produced, you know you can send him or her more important work.

7. Be wary of writers who take days or, heaven forbid, weeks to answer your correspondence. That's your first clue that the customer does not come first.

Suspect your e-content is not working hard enough for you? Heather Reimer writes action-inspiring web content, sales letters, news releases and articles, all at low rates. Get a FREE content analysis report on your site when you request an estimate. <mailto:heatherreimer@codetel.net.do>

What Publications Should Look for in a Technology Writer

By David Geer

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What to look for in a technology writer.

A good technology writer has a good portfolio. The writer you want will have samples that parallel the content you're looking for. A good portfolio sample can be found at <http://www.GeerCom.com/samples.html>.

A good technology writer is a good investigator. A professional technology writer takes time to get to know you, your publication, and your goals. What do you really want to get out of this project? A great writer will ask because a disciplined professional needs to know.

A good technology writer is a team player. Professional writing requires top-notch communications skills on all levels, not just in the text of your articles and features. The writer you want should be able to carry on a dialogue with you and your team to discover your needs, and to make sure that they are met.

A good technology writer is prepared to work with you and your team until you're satisfied. Consultations, revisions and changes should be built into the fee. These are part of the process and should be foreseen by the writer.

Finally, a good technology writer instills confidence. After providing the necessary requirements and information, you should feel comfortable letting the writer drive where the story is concerned. You should be able to rely on their responsiveness to your queries. You should be assured that they will deliver all that you expect and more.

About the Author David Geer is chief technology writer, technical journalist and owner of Geer Communications, which helps print and electronic publications meet their content needs. E-mail him at

How to Find a Good Content Writer

David@GeerCom.com, call him at 440-964-9832, or check out the Geer Communications Website at www.GeerCom.com.

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