

May 2015

## Document Toolkit Generic Starter File

This is **Heading 1**.  
The space between  
the heading and the  
text below it is

**Text fields** allow you to define text you want to reuse throughout a document. Heading 1 and the date above it are text fields. Text fields lend themselves to defining footers, addresses, titles, headings and company names.

The paragraph text size, the font used, and the color are all customizable.

### Introduction

RIGHTWriters, a women-owned small business with a proven 20+ year track record, helps companies like yours develop clean, concise, and compelling communications. We provide a collaborative, comprehensive analysis for every project to determine your information needs, and ensure the information products are ones that you and your clients will really use.

### What RIGHTWriters Can Do for You

This is **Bullet 1**.

This is **Heading 3**. Place the cursor below this heading and on the template bar, click **Heading 2** to see that style applied.

RIGHTWriters provides:

- **Expert content development** – from policy and procedures manuals to training presentations and training delivery, our experience developing different documents is broad and deep.
- **High impact marketing collateral and visuals** – brochures, eBooks, SlideShares, PowerPoint decks, web content, blogs, and case studies. We create the right content for the right audience.
- **Custom templates** – we develop and use these to greatly increase process efficiency through automating the content formatting. Template design also facilitates content organization and branding so there is consistency across information types, both corporate and customer facing.
- **Consultative marketing strategy** – we glean your marketing requirements, analyze their competitive environment, and make strategic recommendations that build brand and market share.

This is **Bullet 2**.  
The template applies the bullet automatically. You can use anything, even an image, for a bullet.

RIGHTWriters approaches each writing project using a proven content development methodology:

1. Analyze the documentation needs and discuss with client short term and long term plan for documentation company-wide.
2. Plan the project, paying close attention to leveraging content across various documents.
3. Execute content development.
4. Document the standardizations applied while developing the content.
5. Test and perform internal and client-based quality assurance on the content.
6. Update the content.
7. Produce and deliver the documents.

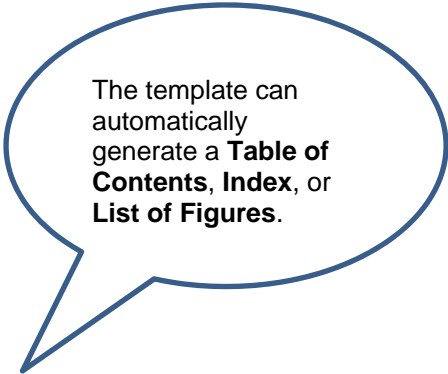
**Table text and Table Bullets** are styles specifically designed for tables.

Use the **Step** style for step-by-step – procedures. The numbers automatically increment

Heading	Service Definition
Training course development: <ul style="list-style-type: none"><li>• Instructor-led training</li><li>• Webinars</li><li>• Hands-on activities</li></ul>	

Change the **Table Heading** text.

When you select a table from the template the table structure is automatically applied to the page.



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