

Aims & Objectives – Tips and Tricks



Why Outsource Technical Documents?

By Alison Reeves

Here are the benefits for using professional technical writing services:

- Out-sourcing the writing means that your developers, engineers and marketing staff can concentrate on their main responsibilities - the jobs they are good at. You get top quality documentation from a specialist.
- When you use a professional technical writing service, you only pay for the technical writing resources you need, when you need them.
- You can purchase a small quantity of top-quality, professional expertise, without having to commit to a long-term high salary.
- You can buy in different kinds of expertise to meet differing needs. For example, bring in an expert writer to write your web page content, and use a specialist website designer to handle the presentation. No need to compromise - you can get the best in every field.
- Even if you have in-house technical writing resources, you can manage the peak work loads by buying in professional help.

There are a number of options you can investigate for out-sourcing your technical writing needs:

- You can contact one of the specialist documentation agencies.
 - **Advantages:** Good availability; normally supply experienced authors.
 - **Disadvantages:** Cost – the agency mark-up makes this an expensive option.
- You can hire a freelance writer directly.
 - **Advantages:** Cost – No overheads or mark-up.
 - **Disadvantages:** You have to find a reliable, experienced author, with good project management skills; back-up or long-term continuity may be a problem.
- You can use an experienced, established supplier of technical writing services, such as Aims and Objectives Ltd.
 - **Advantages:** Good availability, experienced writers, no agency overheads on the cost, happy to build long-term relationships with clients.
 - **Disadvantages:** Sorry, we can't think of any.

Aims and Objectives Ltd has provided technical writing solutions for a wide range of business, industrial, scientific and commercial enterprises over more than 15 years. Contact us to find out how we can help you.