

CONTENT CREATION PROCESS

To produce award-winning docs, I follow these steps:

1. Identify the content scope, audience, input sources, reviewers, preferred format(s), distribution methods, and project budget.
2. Produce a doc plan that includes proposed milestones for each content deliverable, based on the constraints specified above.

Note that clients pay NOTHING up to this point, unless satisfied with the proposed doc plan.

25% of total cost due here.

3. Once the doc plan is approved (and paid for), I create an outline (including proposed figures) for each deliverable, and submit the outline for approval (or rejection with inputs).

25% of total cost due here.

4. After the outline is approved (and paid for), I create a first draft and submit it for review. (First drafts might also include rough illustrations or screenshot mockups.)

5. Based on reviewer inputs, I revise the draft, until all stakeholder concerns are addressed.

25% of total cost due here.

6. After the draft is approved by stakeholders (and paid for), create a final draft for mgmt approval.

7. Capture & address any mgmt inputs, and resubmit for approval.

25% of total cost due here.

8. After all final draft inputs are addressed, I deliver the released version (and all source files) to a designated gatekeeper for archival and appropriate distribution.

9. If wanted, I conduct a post mortem with the project team, and devise a customer feedback mechanism, so that best known methods and any suggestions for improvements are captured for implementation in future content release cycles.