

Writer Training

In today's digital world, people need information they can use and trust. Content must be designed and structured for user intent and optimized for today's technologies.

In other words, your important content needs to become **microcontent**.



MICROCONTENT METHODOLOGY

Your organization needs to have the correct information flowing to the right people so your business can thrive.

Microcontent is content that is

- About one primary idea, fact, or concept
- Easily scannable
- Labelled for clear identification and meaning, and
- Appropriately written and formatted for use anywhere and any time it is needed.



Benefits

With Precision Content® Writer Training you'll learn and practice planning techniques and writing methods to write well-structured content.

- **Learners** will benefit by writing clear and concise content more effectively
- **Readers** will benefit by finding answers to questions quickly and interpreting the information correctly, and
- **Organizations** will benefit from improved communication efficiency.



Results

A usability study comparing legacy content to transformed content developed using the Precision Content® writing methods revealed incredible results

- **42%** increase in speed to find the right answer
- **45%** increase in customer satisfaction score
- **27%** increase in confidence that the answer they found was correct, and
- **257%** increase in factual accuracy.

With structured content, your organization will be future-enabled.

Be first. Be innovative. Be ready.

Visit www.precisioncontent.com and click, "**Book an appointment**".

Learning Objectives

You will learn and practice planning techniques, concepts, and writing methods to write content that is human and machine-ready.

Learning Method

Our blended approach of eLearning and instructor-led workshops provide the ideal mix of self-paced, lecture, discussion, application exercises, and case studies.

Who Should Attend Precision Content® Writer Training?

Precision Content® Writer Training is suited for

- Technical Writers
- Content Strategists
- Information Architects
- Information Developers
- Training Developers and Managers
- Subject Matter Experts, and
- Content Contributors.

Precision Content® Writer Training Packages

Whether you're a single writer or a team of one hundred, we have the right package to help you scale and sustain your investment in clear, effective structured content.



Writer

- eLearning
- eMaterials
- Document Review



Team

- **Writer Package +**
- Hands-on application workshops
- Customized materials
- 1:1 coaching
- Morning Stretch



Enterprise

- **Writer Package + Teams Package +**
- Certified Writer™
- Certified Coach™
- Certified Trainer™
- Enterprise materials



One of the most application-ready courses I've attended!
Very relevant to our core business."

- SR. TEAM LEAD, GLOBAL SCIENTIFIC COMMUNICATIONS

About Us

Precision Content is a full-service content management consultancy specializing in structured content. We help make information easier to read and understand using our research-based writing methodology and tools.

START YOUR TRAINING TODAY

Visit www.precisioncontent.com and click, "**Book an appointment**"