



- Strategic Communications Advice
- Professional Editing and Business Writing

Experienced business professionals

Sue Jefferies

- Sue leads a team of business professionals - who write!
- Sue has more than 25 years of senior line-management and business consulting roles
- International experience with the UN, ADB and private companies
- *Sue specialises in case studies, technical materials, procedures, marketing collateral, business and marketing plans*
- *Trainer and facilitator for 'Business Writing Skills' workshops*
- B.Sc. (IT), MBA (Distinction), PostGrad Dip Ecommerce, PostGrad Dip Applied Finance, AFAIM
- Our team includes professionals qualified and experience in law, marketing, the medical arena, mining, oil and gas, utilities and finance.



Quick, Efficient, Accurate

- We are a flexible extension of your in-house team; available when you need us
- We have a range of professional writers and editors situated around the globe
- We use these experienced resources and the world's time-zones to your advantage
- Writers On Tap can deliver work quickly when deadlines are tight

You closely control the service we provide to you

Turn on the tap when you need us; turn off our service when you don't

Core Products & Services

Marketing and Communications Strategy

- Developing Marketing Plans aligned to Business Strategy
- Developing and implementing Communications Plans
- Communications and Business Development Coaching

Content Development

- Ensuring consistency and accuracy of messages
- Copywriting or editing existing materials
- Development of marketing collateral, client service material and a best practice communications approach for every client

We help you to make your message clear

Core Products & Services

Professional Business Writing

- Submissions for tenders, awards, RFPs and EOIs
- Strategic business plans
- Thought-provoking newsletters and articles
- Training for your team, in business writing skills

Editing-and-Formatting-on-Demand

- We'll catch errors and make you look good
- We untangle the formatting of MS Word files

We take the pain out of creating business documents

Services from Writers On Tap

Document Formatting	Baseline Proofreading	Style & Flow Editing	Content Logic	Greenfield Content Creation	Communications Strategies	Communications Delivery
<p>Design and create templates.</p> <p>Design baseline structure for large documents – organise headings, chapters, captioning & diagrams.</p> <p>Clean-up existing documents:</p> <ul style="list-style-type: none"> • remove random code; • streamline and protect style sheets. <p>Presentation materials</p> <ul style="list-style-type: none"> • Clean-up existing content of MS Powerpoint slides. 	<p>Identify basic errors in:</p> <ul style="list-style-type: none"> • spelling; • grammar; and • punctuation. <p>Cross-check numbering for figures, tables, pages and other objects.</p> <p>Fast turnaround for shorter documents such as:</p> <ul style="list-style-type: none"> • Client letters; • Short reports; • Project plans; and • Process documents. <p>Lengthier reports and bid proposals can be delivered with longer turnaround times.</p>	<p>Design new or review existing corporate / house style guides.</p> <p>Bring together content from several authors.</p> <p>Ensure document content “flows”, as if it was written by one person.</p> <p>Align all content with your corporate style guide.</p>	<p>Read and <i>really</i> understand the content of your document(s).</p> <p>Provide suggestions as to how you might rearrange content and help you to create a more logical argument or proposal.</p> <p>Ensure increased clarity of content and alignment with the potential needs of the audience.</p>	<p>Start “from scratch” to create content for you.</p> <p>Example types of content:</p> <ul style="list-style-type: none"> • Capability statements • Personal profiles • Product descriptions • User manuals • Factsheets • Project processes • Annual reports • ASX announcements • Client newsletters • Bid proposals • Case studies • Style guides • Sustainability reports 	<p>Senior Business Consultants provide high-end consultation to develop strategic level output such as:</p> <ul style="list-style-type: none"> • Business Plans • Marketing Plans • Communication Plans • Procedures & principles • Bid, tender, award and EOI content 	<p>Manage communication delivery through appropriate channels</p> <ul style="list-style-type: none"> • Internal communications • Stakeholder relations • Shareholders • Media management

End to end services that you closely control

“Turn on the tap when you need us; turn off our service when you don’t”

We have experience in the financial and professional services arena:



We have experience in mining, resources, construction, information technology and engineering companies:



We have worked with government and semi government agencies, industry bodies, education facilities and not-for-profit organisations:



Testimonials for Sue Jefferies

“We (client team) admire your stamina and ability to drive through to obtain a result.”

Project Managers, Macmahon

“I am amazed at how much you are able to keep track of.”

Macmahon Project Coordinator

“Thank you for your work on this bid – I doubt that we would have finished it without you.”

AECOM Project Manager

“I just know you will pick up all the errors – you are top of my list for editors.”

Managing Director, Professional Writing business

“You are an excellent editor, I’m a big fan of your attention to detail and (the organisation) should use your skills to review everything”.

Professional Technical Writer, Oil and Gas industry, Woodside

“You are amazing!!! I send a big thank you to the Universe for sending you to me!! Thank you!!”

Managing Director, global, online business. *(Sue had just worked around the clock to create a Board Level document at extremely short notice.)*

“As usual, (this advice is...) amazing insight”

Managing Director, Construction Company



Let us help you with your next communications challenge

Sue Jefferies

m 0411 040 575