Hungry for results?

IMPACT
TECHNICAL PUBLICATIONS

Bon Appétit!

Our white papers, business cases, and product technical overviews helped our clients generate **$40** million of funding.

Our installation guides for DSL service helped increase customer self-installations from **10** to **90%**, minimizing expensive installations by company technicians.
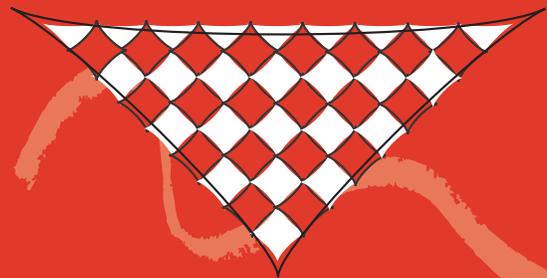
Our user guides let our clients sell high-tech products while they keep their training and support costs low.

Your Order:

- White papers that turn prospects into customers...

- Self-installation guides that work...

- User guides that cut expensive training and support costs...

We Deliver!

Recipe for Results

1 An established company

Since 1990, Impact Technical Publications has been helping clients communicate the technical ideas required to develop, market, install, and support products. Our technical publications:

- Market advanced technologies to our clients' prospects and investors
- Explain advanced technologies to executives, business analysts, and technical specialists
- Teach non-technical computer users how to operate hardware and software

2 The right approach

Many technical communication companies offer document production services. They wordsmith, edit, and format your content. We take a different approach. We develop content for you from conception through final publication.

How can we develop better content than your technical experts can? The answer is simple. We are experts at acquiring, assimilating, and communicating knowledge. We know how to interview your technical experts. We know how to take the knowledge that they give us and organize it into a compelling technical or marketing communication that achieves your goals.

3 The best people

Al Kemp is Impact's owner, project manager, and chief consultant. A technical communication professional since 1973, Al uses his strong business experience and technical skills to get clients the results they need. Before starting Impact, Al was product publications manager at Unicad, a high-tech start-up company, and documentation team leader at Columbine Systems (now Encoda). Al is active in the Society for Technical Communication and the Boulder Writers Alliance. He has a B.A. in writing from the University of Illinois and an M.A. in English from the University of Chicago.

Al teams up with highly talented designers and illustrators to deliver publications that excel in both verbal and visual communication. He knows some of the best people in the business, and he partners with key technology specialists, including instructional designers, multimedia pros, and translators, on projects that require those skills.

Want to sample some results?

Visit our Web site: www.ImpactOnTheNet.com

Our specialties include:

Business cases

Product technical overviews

White papers

Installation guides

Quick start guides

User guides

Quick reference guides

Help systems

Reference manuals

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