



About George Slaughter

George Slaughter is an award-winning writer, editor, and content strategist with 30 years of experience, including 25 years in technical communication.

In these roles, George has written all types of documentation deliverables, all with the goal of adding value through effective communication.

His experience has included work with a number of companies, including some in the Fortune 500.

George is a senior member of the Society for Technical Communication (STC), where he has held leadership roles on both the international and local levels. He is a past two-term president of the Houston chapter and is a recipient of the Distinguished Chapter Service Award.

George is also a member of the Business Networking International (BNI), where he is active with the Cinco Ranch chapter.

George began his career as a journalist, where he worked as a reporter for two newspapers. He later worked in San Antonio city government and freelance writing before moving in 1991 into technical writing.

Adding Value through Effective Communications

Adding value through effective communications means different things to different people. Examples include:

- News and public relations materials that position your product or service as being best-in-class. Examples include articles, books and e-books, news releases, newsletters (electronic and print), and web site content.
- Sales literature that introduces and sells your product or service. Examples include brochures, case studies, data sheets, sales letters, and sales literature.
- Technical documentation that shows the best use of your product or service. Examples include installation guides, online help, user guides, and white papers.

George can help you create and improve your written materials. Call him today!

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Want to Write
a Book? Ask
These 4
Questions
First

George Slaughter
Onion Creek Productions

1. Can you describe your book in one sentence?

Your one-sentence summary puts things in focus for your editor, your publisher, and your reader. But perhaps most important, it puts things in focus for you, the writer.

For example: “My book is about cooking vegetarian dishes using quick, easy-to-follow recipes.”

2. Can you describe the intended readers for your book?

Knowing your reader is crucial to creating a book that meets his or her needs. Think about the reader’s background and interests. A vegetarian might not be interested in learning to cook meat dishes.

For example: “My book is meant for general readers who want quick, easy-to-follow recipes for delicious vegetarian meals.”



3. Can you describe the benefits a reader will get from reading your book?

When you look at the back cover of a nonfiction book, you’ll see sales copy that is written to entice the reader to read the book. This sales copy enhances the one-sentence summary described earlier and guides the writing and selling of the book. Try to think of at least three benefits the reader will get from reading your book.

“I have a great idea for a book, but I don’t know where to begin.” Does this statement apply to you? Consider the questions here and get your book project off to a strong start.

For example: “By following these recipes, readers will 1) Learn how to create quick, easy-to-fix vegetarian meals that will be both delicious and nutritious, 2) Learn new recipes not shared in other vegetarian cookbooks, and 3) Save money on their grocery bills.”



4. Can you describe what sets your book apart from similar books?

Review your one-sentence summary, your audience description, and the benefits of reading your book. Also, review other books on your topic. From this information, can you tell what makes your book different/better than its competitors?

For example: “My book is about cooking vegetarian meals using quick, easy-to-follow recipes. Unlike similar books, my book includes recipes not shared in other books, and provides tips for saving money on your grocery bills.”

Answering these questions will help you get your book project in focus and help ensure its success.

