



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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6 Questions to Ask Before You Hire a Freelance Writer

George Slaughter
Onion Creek Productions

1. What is your writing background?

Ideally, a freelance writer has experience producing the sort of documentation you need. For example, if you need a news release to announce a new hire at your company, you want the writer to have experience in producing news releases.

2. Do you have experience in my field?

A technical background can be useful, but experienced writers know how to *learn everything relevant about a given topic in a short time*. This is true whether the writer is an advertising copywriter, journalist, public relations specialist, or technical writer.

Writers prepare for assignments by gathering all published materials on the products or services they must document. Such materials can be internal to the company, or external for the general public. Such materials can be online, or printed, or both.

Writers interview and establish collaborative relationships with the subject matter experts (known as SMEs) to ensure that the key technical points get covered.



3. What kind of assignments do you handle?

Many writers cover the full spectrum. Meanwhile, other writers are specialists who focus on a specific type of written deliverable, be it articles, brochures, data sheets, news releases, technical documentation, web content, or white papers, among others.

Writers interview and establish collaborative relationships with the subject matter experts (SMEs) to ensure that the key technical points get covered.

4. Do you charge by the assignment or by the project?

The answer can vary depending on the scope of the assignment. For example, preparing a news release would take less time than creating content for a multipage website. Often a writer will estimate the hours needed to do the work, and then multiply the estimated hours by an hourly rate to quote a price.



5. How long will it take you to produce the copy?

The answer can vary, depending on:

- Assignment scope and type. For example, creating a news release would take less time than creating content for a multi-page web site.
- Deadlines. While it's better to begin a project early and collaborate to make it happen, sometimes circumstances dictate that you need an immediate turnaround.
- Unexpected time lost due to sickness or other delays.

6. What happens when we need to revise the copy?

Writers work with SMEs, editors, and other reviewers as appropriate to ensure accuracy and timeliness of the documentation.

Reviewers typically have a set time (say, two weeks) to review and return their feedback, or the document is considered to be approved.