



Good Words Startup Packages: Documentation Plans

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Plan A: Clean It Up

Do you have some existing documentation that could use a little love? Maybe you need a keen eye to polish up some docs for clarity, consistency, technical accuracy, or to improve voice and tone. This plan is for you.

Onboarding

The Good Words week 1 onboarding process saves you time and ensures that you get what you need.

- Initial 60-minute Zoom interview with your key team members to help your editor get up to speed on systems, goals, brand voice, style, product offerings, customers, clients, and audience
- Follow-up 30-minute Zoom meetings with individual team members
- Editor receives access to relevant internal systems (e.g., Slack, Google documents, email, product sandbox, etc.)
- Editor reviews all your existing materials (product demos, website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- Two 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

- Documentation review and edits (2 iterations)
- Product UI text review and edits (2 iterations)
- Documentation gap analysis
- Documentation best practices presentation to stakeholders
- 1 urgent unscheduled item
 - Additional urgent unscheduled items will be billed at hourly

Timeline

Typical length of Clean It Up engagement: 3 months

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Documentation rewrites
- Editing other deliverables, such as blogs or whitepapers (2 iterations)
- Content rewrites for other deliverables
- UI text reviews and rewrites
- Explainer videos
- Extra iterations

Cost

- 3-month engagement: \$30,000.00 USD
- 6-month engagement: \$54,000.00 USD
- Hourly rate (for add-on-items): \$125.00 USD per hour

Plan B: Write It Up

Do you need the Good Word pros to write your documentation and technical content? Perhaps you have some existing documentation that needs an overhaul. This plan is for you. You give us access to a product sandbox, a demo or two, and the technical experts on your team, and we turn all that technical jargon into effective documentation that helps your users achieve their goals.

Onboarding

The Good Words week 1 onboarding process saves you time and ensures you get what you need.

- Initial 60-minute Zoom interview with your key players to help writer/s get up to speed on systems, brand voice, style, product offerings, customers, clients
- Followup 30-minute Zoom meetings with individual team members
- Writer receives access to relevant internal systems (e.g., Slack, Google documents, email, product sandbox, etc.)
- Writer reviews all your existing materials (product demos, website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

- Documentation gap analysis
- Information architecture analysis and restructuring
- Documentation writing (or rewriting) and edits
- Writing new content to fill documentation gaps
- Documentation updates and release notes for new features
- UI text review and rewriting
- UI text writing for new features
- 1 urgent unscheduled item
 - Additional urgent unscheduled items will be billed at hourly

Timeline

Typical length of Write It Up engagement: 3-6 months

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Editing other deliverables, such as blogs or whitepapers (2 iterations)
- Content rewrites for other deliverables
- Explainer videos
- Extra iterations

Cost

- 3-month engagement: \$50,000.00 USD
- 6-month engagement: \$90,000.00 USD
- Hourly rate (for add-on items): \$135.00 USD per hour

Plan C: Build It Up

If you need to build a documentation system from the ground up, this is the plan for you. Maybe you have an existing documentation system that's not meeting your needs, or maybe you have no idea where to begin. Good Words' pros evaluate your documentation needs, make recommendations for tools and systems, and help you implement it in your company. Then, we get to work writing the documentation your customers need to succeed with your products.

Onboarding

The Good Words onboarding process makes sure your writer understands your mission inside and out, and ensures seamless integration with your team.

- Initial 60-minute Zoom interview with your key players to help writer/s get up to speed on systems, brand voice, style, product offerings, customers, clients
- Followup 30-minute Zoom meetings with individual team members
- Writer receives access to internal systems (e.g., Slack, Google documents, email, product sandbox, etc.)
- Writer reviews all your existing materials (product demos, website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

- Documentation system analysis
- Documentation tools evaluation and implementation
- Documentation gap analysis
- Information architecture analysis and restructuring
- Documentation writing (or rewriting) and edits
- Writing new content to fill documentation gaps
- Documentation updates and release notes for new features
- UI text review and rewriting
- UI text writing for new features
- Documentation tools and best practices training for stakeholders
- 1 urgent unscheduled item
 - Additional urgent unscheduled items will be billed at hourly

Timeline

Typical length of Build It Up engagement: 3-6 months

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Editing other deliverables, such as blogs or whitepapers (2 iterations)
- Content rewrites for other deliverables
- Explainer videos
- Extra iterations

Cost

- 3-month engagement: \$55,000.00 USD
- 6-month engagement: \$99,000.00 USD
- Hourly rate (for add-on items): \$140.00 USD per hour

Plan D: Keep It Up

Once you've got a foundation of great documentation in place, we match your startup with a Good Words writer for ongoing support for all your documentation requirements. Your Good Words writer will work with your team to make sure your docs are up to date with your latest products and features, write new guides and deliverables, and maintain your stellar content.

Onboarding

The Good Words onboarding process makes sure your writer understands your mission inside and out, and ensures seamless integration with your team.

- Initial 60-minute Zoom interview with your key players to help writer/s get up to speed on systems, brand voice, style, product offerings, customers, clients
- Followup 30-minute Zoom meetings with individual team members
- Writer receives access to internal systems (e.g., Slack, Google documents, email, etc.)
- Writer reviews all your existing materials (website, sales collateral, marketing materials, white papers, documentation, press releases, blog posts, webinars, social media channels, etc.)

Ongoing Commitments

- 30-min weekly Zoom team meeting for questions and content review
- Additional meetings scheduled as needed

Deliverables

- Documentation updates for new features or releases
- Release note documentation for new features or releases
- UI text reviews and updates for new features or releases
- Review and edit of documentation additions (2 iterations)

Timeline

Typical length of Keep It Up engagement: Varies based on company needs

Note: Deliverables timeline depends on writer having access to team and materials needed as agreed upon.

Additional Add-ons

Add-on items are billed at standard Good Words hourly rates.

- Documentation rewrites
- Editing other deliverables, such as blogs or whitepapers (2 iterations)
- Content rewrites for other deliverables
- UI text reviews and rewrites
- Explainer videos
- Extra iterations

Cost

Varies based on your company's ongoing needs. Contact your Good Words account manager for a detailed quote.

About Good Words LLC

Good Words LLC is an elite technical communications consulting firm based in Seattle, Washington and remotely around the world. We specialize in producing, editing, and delivering the highest quality communications content for our clients, from Fortune 500 companies to startups. Our team is committed to providing our clients with exceptional service and the highest quality content to help your customers and users succeed.

We work closely with our clients to learn about your unique products, communication style, development process, and content needs. At Good Words, we love the opportunity to build long-term relationships with our clients, who trust us to deliver the best technical content in the industry to help their users achieve their goals.

Our dedicated staff of consultants have produced it all, from marketing materials for enterprise applications, to developer documentation for machine learning algorithms, to embedded how-to videos. Our team understands the unique challenges of communicating complex or specialized information to any audience.

For more information, see www.goodwordswriting.com. We look forward to working with you!