

Rockatech Writing Services Packages

Custom Book Writing • Technical Writing • Business Communications

Business Communications

I write, package, train, and distribute organizational messaging. You get streamlined communication strategies—enhancing your brand & productivity.



Summary: Full-service communication solutions, including content refinement, distribution strategies, and AI-powered automation—enhancing organizational productivity, efficiency, and engagement. My goal is to strengthen & streamline your organization messaging.

Package	Description
Basic	<ul style="list-style-type: none"> ■ \$1K to 3K, depending on scope, complexity, and time ■ Enhancing a specific, existing communication—external (marketing) or internal (up, down, or across) ■ May include copywriting or copyediting—for marketing materials, campaigns, or strategies ■ 1 to 5 weeks is the typical timeline, depending on length & complexity ■ You share the initial goals, priorities, & resources; I analyze, design, write, optimize, document, & train
Large	<ul style="list-style-type: none"> ■ \$3K to 5K, depending on scope, complexity, and time ■ Streamlining and enhancing multiple, new or existing communication systems (up, down, and across) ■ May include analysis: top-down leadership messaging, bottom-up reporting, & horizontal collaboration ■ 4 to 8 weeks is the typical timeline, depending on length & complexity ■ You share the initial goals, priorities, & resources; I analyze, design, write, optimize, document, & train
Retainer	<ul style="list-style-type: none"> ■ \$1K to 5K, depending on scope, complexity, and time ■ The monthly retainer fee is typically applied directly to recurring projects or initial monthly hours ■ This maintains priority, continuity, and consistency over time—reducing your time & effort
Hourly	<ul style="list-style-type: none"> ■ \$100 to 250, depending on scope, complexity, and time ■ Typically for short-term, open-ended, or undefined service projects ■ This can be a good way to get started and better understand collaboration capabilities

Each package provides tailored, high-quality writing services that ensure clear, consistent, and effective organizational communication (up, down, and across), with flexible pricing based on scope, complexity, and timeline.

- **Primary Tools:** Microsoft Office applications: Word, Excel, PowerPoint, Outlook, Visio, SharePoint, OneDrive
- **Select any or all activities:** Analyzing, designing, writing, editing, optimizing, distributing, training, & more

Distinctives: Consultants and freelancers often offer fragmented communication solutions, but Rockatech excels in providing an integrated, full-service approach. I develop cohesive business communications that align with your branding and operational goals—covering everything from executive-level email campaigns to interactive training materials and AI-assisted content automation. The result: higher quality & better efficiency.

Whether distributing management strategies, harvesting performance reporting, or marketing your services, my expertise allows you to streamline messaging, enhance overall efficiency, and improve engagement.

Product Samples: Here are high-impact deliverables I've created.

- Executive-level & C-Suite email campaigns—engage & inform
- Performance reporting—simplified templates & compilation
- Annual reports & quarterly updates—that are read cover-to-cover
- Client & corporate newsletters—that promote vision and retention
- Data-driven AI prompt templates—for faster, smarter outreach
- Internal process documentation—improving consistent repeatability
- Policy management—ensuring safety and reliability

Communication Types: Here's a breakdown of supported messaging.

- **Top Down:** Executive-level messaging for leadership & mid-managers
- **Bottom Up:** Performance measurement reporting to executives
- **Horizontal:** Cross-team collaboration & coordination
- **Client:** Prospect marketing, outreach, updates, newsletters, and more
- **Scope of Services:** Company-wide, division, department, team, project, shareholders, clients, prospects

Pricing: Focus your investment on quality outcomes that drive your business forward, maximizing the value.

- **With a well-defined scope** of services, fixed-price packages are preferred; pay for your results, not my time!
- **Smaller packages:** 50% is paid to start and 50% is paid upon approved completion; streamlining results
- **Larger packages:** monthly or milestone payment options may be available to monitor and guide progress
- **Pricing is based** on scope, complexity (skills, effort, iterations, process) and time (length, urgency, variability)
- **Hourly:** With initial, open-ended, or undefined services, hourly rates may be applied using similar criteria

Typical Business Communications Process

1. Conduct strategy briefings
2. Determine priorities
3. Assess current systems
4. Approve Service Agreement
5. Propose improvements
6. Schedule implementations
7. Develop & deliver training
8. Enhance with AI automation
9. Review & repeat

Question	FAQ Response
Tools?	Primarily Microsoft Office: Word, Excel, PowerPoint, Outlook, Visio, SharePoint, OneDrive, etc.
Graphics?	I provide a variety of graphics support, including diagrams, illustrations, photos, marketing materials
Templates?	I specialize in designing, enhancing, & automating document, spreadsheet, & presentation templates
Branding?	I produce materials that fully conform, support, and leverage your existing (or new) brand & style
High Pressure?	I'm comfortable managing large, critical, high-stakes, executive-level projects with sensitive data
Scope?	I can focus on any combination of content, format, structure, distribution, process, or training
Media Format?	I have experience working with dozens of media formats—online, in print, signage, process, & more
AI Tools?	Years of Artificial Intelligence (AI) prompt engineering for brainstorming and performing analysis

First Project Free Policy: You need a dependable writer to capture your ideas and communicate them effectively to your audience without wasting time or money. I aim to build a lasting partnership where I become a trusted resource for all your writing needs. My goal is to consistently exceed your expectations with valuable results. To eliminate risk, I offer my First Project Free Policy—a small writing task completed in a few hours at no cost. If you're satisfied, we will continue collaborating to achieve your communication objectives.

Let's Work Together to Elevate Your Message. With decades of writing and business experience, I'm ready to transform your ideas into powerful, professional content that enhances your brand. Whether you need a custom business book, clear technical documentation, or dynamic business communications, I'm here to help. Contact me today, and let's start a conversation about how we can collaborate for success.

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