




Rockatech Writing Services Packages Matrix

	 Custom Book Writing	 Technical Writing	 Business Communications
Feature	I write, print, & publish books for busy executives	I write, edit, & format complex business documents	I write, package, and distribute organizational messaging
Overview	A comprehensive, end-to-end service that transforms your ideas into professionally published paperback books—providing expertise to create effective, persuasive, and memorable content for your audience.	Top-tier expertise for creating clear, detailed, technical and business documentation—potentially translating complex systems and intricate processes into streamlined, actionable, and compliant content.	Full-service, communication solutions, including distribution strategies, content refinement, and AI-powered automation—enhancing organizational branding, efficiency, and engagement.
Product Samples	<ul style="list-style-type: none"> ■ Leadership books that position you as a forward-thinking and authoritative thought leader ■ Business development guides that inspire and inform your leaders and stakeholders ■ Corporate branding that leaves a lasting impression ■ Training manuals tailored for high-impact team development ■ Executive white papers that establish expertise and authority 	<ul style="list-style-type: none"> ■ Federal contracting proposals that win—exceeding requirements & expectations of evaluators ■ IT system manuals for seamless onboarding and maintenance ■ Process documentation that optimizes workflow efficiency ■ Policy documents ensuring regulatory adherence & safety ■ Training guides that reduce learning time and common errors 	<ul style="list-style-type: none"> ■ Executive-level email campaigns —engage & inform with precision ■ Management reporting —simplified performance measures ■ Annual reports, quarterly status updates, and corporate newsletters that promote loyalty, cohesion, and message retention ■ Data-driven AI prompt templates for faster, smarter outreach ■ Internal documentation that improves consistent repeatability
Pricing Models	<ul style="list-style-type: none"> ■ Publishing Packages: \$1K to \$5K ■ Author Guide Packages: \$5K to \$10K ■ Ghostwriting Packages: \$10K to \$25K ■ Hourly Support: \$100 to \$250 per hour 	<ul style="list-style-type: none"> ■ Small Project Packages: \$400 to \$1,000 ■ Comprehensive Packages: \$1K to \$5K ■ Monthly Retainers: \$1K to \$4K ■ Hourly Support: \$100 to \$250 per hour 	<ul style="list-style-type: none"> ■ Basic Streamlining Packages: \$1K to \$3K ■ Comprehensive Packages: \$3K to \$5K ■ Monthly Retainers: \$1K to \$5K ■ Hourly Support: \$100 to \$250 per hour
Pricing Analysis	<p>All Packages: With a well-defined scope of services, fixed-price packages are preferred</p> <ul style="list-style-type: none"> ■ Smaller packages: 50% paid to start and 50% paid upon approved completion ■ Larger packages: monthly or milestone payment options may be available ■ Pricing is based on project scope, complexity (skills, effort, iterations, process) and time (length, urgency, variability) <p>Hourly: With initial, open-ended services, hourly rates may be applied using similar criteria</p>		



Custom Book Writing



Technical Writing



Business Communications

Package Summary & What's Included

- **Publishing Packages:**
You provide the manuscript draft; I take it from there to print & publish. Typically, an hour on the phone and a few email exchanges.
- **Author Guide Packages:**
You and I work together to draft the manuscript; I take it from there to print & publish. Typically, several hours on the phone and many email exchanges.
- **Ghostwriting Packages:**
You provide ideas, rough draft source materials, email messages, transcripts, and interview time; I take it from there to print & publish. Custom scheduling is expected—usually to minimize client time.
- **Hourly Support:** We determine the services needed and I provide hourly support to completion.

- **Small Project Packages:**
Typically a single document or set of related office files
- **Comprehensive Packages:**
Typically multiple files in various formats across documents, spreadsheets, presentations, graphics, etc.
- **Monthly Retainers:**
Typically apply retainer to recurring project or initial monthly hours; this maintains continuity and consistency over time
- **Hourly Support:**
Typically short-term or undefined service projects; this can be a good way to get started and better understand capabilities
- **Tools:** Primarily Microsoft Office applications: Word, Excel, PowerPoint, Outlook, Visio, etc.

- **Basic Streamlining**
Typically focused on specific pre-defined system enhancements
- **Comprehensive Packages:**
Typically includes multiple areas of improvement and more extensive overhauls
- **Monthly Retainers:**
Typically apply retainer to recurring project or initial monthly hours; this maintains continuity and consistency over time
- **Hourly Support:**
Typically short-term or undefined service projects; this can be a good way to get started and better understand capabilities
- **Tools:** Primarily Microsoft Office applications: Word, Excel, PowerPoint, Outlook, Visio, etc.

Distinctives

While freelancers and entry-level employees may struggle to capture the nuances of your industry, your key message, or target audience, Rockatech brings years of executive-level experience and leverages AI for brainstorming ideas and audience marketability—creating persuasive, memorable books for leaders.

Our comprehensive service manages the entire process—from idea to publishing—making sure your message resonates and elevates your brand.

Whether you're seeking to inform, inspire, or influence, Rockatech transforms your vision into a polished, professional book.

Contact us today to differentiate yourself with a custom book that stands out above the competition.

When it comes to technical writing, freelancers and inexperienced employees often fall short in terms of depth, industry-specific expertise, applying corporate branding, and compliance-driven consistency.

At Rockatech, we specialize in translating intricate processes, IT systems, and logistical operations into clear, accessible, reliable documents. We ensure that complex content is easy to understand and implement, boosting efficiency and compliance across your organization. Beyond basic documentation, we create actionable, streamlined content that stands the test of time.

Reach out now for professional technical writing that elevates your operations and improve efficiencies.

Consultants and freelancers often offer fragmented communication solutions, but Rockatech excels in providing an integrated, full-service approach. We 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.

Whether distributing management strategies, or harvesting performance reporting, our expertise allows you to streamline messaging, improve engagement, and enhance overall organizational efficiency.

Get in touch today to revolutionize your business communications with our strategic solutions.



Custom Book Writing



Technical Writing



Business Communications

Typical Process	<ol style="list-style-type: none"> 1. Conduct initial consultations 2. Establish key messaging 3. Determine target audience 4. Approve Service Agreement 5. Build conceptual structures 6. Draft content 7. Cycle reviews & revisions 8. Publish & print 9. Review & repeat 	<ol style="list-style-type: none"> 1. Conduct initial briefing 2. Determine target audience 3. Compile data 4. Approve Service Agreement 5. Establish design & branding 6. Draft content 7. Cycle reviews & revisions 8. Publish & distribute 9. Review & repeat 	<ol style="list-style-type: none"> 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
Typical Timeline	1 to 6 months, depending on length & complexity	1 day to 1 month, based on length & complexity	Weekly, monthly, & quarterly engagements and cycles
Typical Effort Division	<ul style="list-style-type: none"> ■ Client: sharing concept, drafting content, reviewing updates ■ Rockatech: designing, editing, publishing, printing 	<ul style="list-style-type: none"> ■ Client: sharing intent, audience, and technical information ■ Rockatech: designing, writing, editing, formatting 	<ul style="list-style-type: none"> ■ Client: sharing initial goals and priorities, IT support, feedback ■ Rockatech: Analyzing, proposing solutions, training, optimizing
FAQs	<ul style="list-style-type: none"> ■ Copyright Ownership? You keep full ownership rights. ■ Graphics support? Yes. ■ Book cover design? Yes. ■ Book Size & Type? <ul style="list-style-type: none"> ▶ Specialty: mass market paperback books—50 to 100 pages (15 to 30K words). ▶ Frequent: high-quality books between 100 and 250 pages. ▶ Optional: larger, full-color, and hardcover books; PDF documents; and Kindle eBooks. ■ Book marketing? Not usually. 	<ul style="list-style-type: none"> ■ Template design? Yes. ■ Word, Excel, PowerPoint, Outlook, Visio? Yes. ■ Advanced, complex documents, workbooks, & presentations? Yes. ■ Office VBA macro automation? Yes. ■ Artificial Intelligence (AI): Yes, for brainstorming ideas and concepts, and performing market analysis ■ Branding support? Yes. ■ Compliance reviews? Yes. ■ Graphics support? Yes. 	<ul style="list-style-type: none"> ■ Communication Types? <ul style="list-style-type: none"> ▶ Top Down (management) ▶ Bottom Up (performance) ▶ Horizontal (coordination) ▶ Teams, departments, organization-wide ■ Media? Any and all. ■ Structures or content? Both. ■ Style? Minimalist. ■ Artificial Intelligence (AI): Yes, for analyzing potential strategies and implementations, and for assisting with streamlining and automation



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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