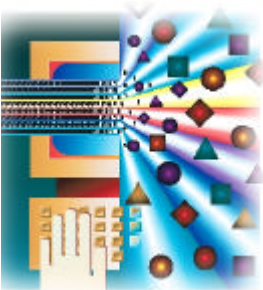


# MEDIA



**Interactive media** engages multiple senses and involves the audience in the total communication process. The proper and effective use of interactive media ensures that your message will get through.

Following are some compelling reasons for using interactive media in business communication:

- Enhances understanding
- Encourages retention
- Accommodates various learning styles
- Motivates the audience
- Delivers a consistent message

Interactive media can be used to communicate practically any type of information—from business policies and technical documents to marketing and promotional materials.

We help our clients understand the pros and cons of each medium and what combination of media—text, graphics, photos, animation, video, sound, music, and voice—will most effectively communicate their message.

The types of interactive media we produce include:

- Web sites
- Presentations & infomercials
- Computer-based training

## *Let's Work Together*

*At GhostWriters, we maintain current expertise in the selection and use of authoring and publishing tools as well as document development and instructional design methodologies. We keep up with these technologies so you don't have to.*

*So, the next time you are planning a project that will require documentation, training, or Web support, we hope you will think of GhostWriters. We will be happy to provide you with our extensive client references, and we would be proud to add your name to that list!*



### **GhostWriters, Inc.**

353 Jonestown Road  
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Winston-Salem, NC 27104

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# GhostWriters

**On Paper.**

**On Line.**

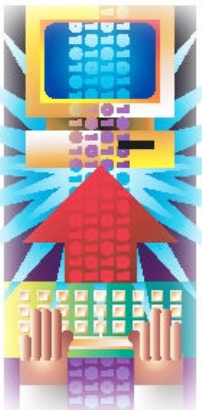
**On Target.**



Voice Mail: 336.631.6100

Web: [www.ghostwritersinc.com](http://www.ghostwritersinc.com)

# WRITING



**Writing** is the translation of technical and business information into everyday language, and it is integral to everything we do. We use a standard methodology—the content/performance matrix—to ensure that information is always presented in the most

effective, accessible format. We create a variety of technical and business documents for our clients.

Examples include:

- Processes and Procedures
- Reference information
- Tutorials
- Job aides
- Business plans, proposals, and reports
- Corporate policies
- Promotional copy
- Newsletters
- Frequently Asked Questions (FAQs)

We produce documents in both printed and online forms. For example:

- Procedures for using a software program can be printed and/or produced as online help accessible from within the program.
- Corporate policies can be printed and/or produced in HTML and accessed from a corporate intranet.

# SUPPORT



**Performance support** tools are designed to enhance the usability of software applications by providing online assistance to users at the

point of need. Performance support improves user performance by first anticipating what a user needs to know and then integrating that information into the software itself. The result is appropriate assistance, which is accessible when needed.

GhostWriters has expertise in creating three different types of performance support tools:

- **QuickCards®**: Online “recipe cards” that provide instructions for a specific task.
- **Demos**: Online “movies” that show how to perform a task in a software program.
- **Online Help**: Information provided in the Windows® help and WebHelp formats.

### **Who We Are**

*Since 1989, GhostWriters, Inc. has provided business communications support to a client base that ranges from entrepreneurs to Fortune 500 companies. We specialize in technical & business communication, instructional design, Web site design, & interactive media.*

# DESIGN



**Instructional design** is the design and development of training programs and support materials. We develop both instructor-led and computer-based training programs that are tailored to our

clients’ specific needs. Following are some examples of the types of applications for which we have created training programs.

- Custom and off-the-shelf software
- Hardware
- Business processes
- New employee orientation

In addition to designing training programs, we also create online and paper-based training support materials, including:

- Training manuals and tutorials
- Role plays and simulations
- Exercises and skills assessments
- Job aides

We use the instructional systems design (ISD) model to determine how to best bridge the gap between what the learner knows and what he needs to know. This model helps ensure that we have correctly identified the training objectives and utilized the most effective instructional techniques for the subject and the audience.