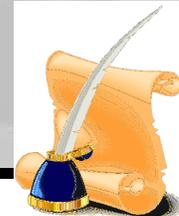


# SCIENTIFIC WRITING SOLUTIONS



## An Independent Consultant Serving the Marketing and Technical Writing Needs of the Scientific Community



In today's world of downsizing, consolidation and mergers, the outsourcing of services is becoming the accepted way of getting projects completed at a cost-effective price. Whether it's analytical services, information technology, marketing communications, accounting, human resources or training, outsourcing for many organizations has been a natural progression, because it is an opportunity to add resources without having to hire someone on a full-time basis. Also many companies don't have the infrastructure to address the issues internally or they might just want someone for a short-term project who has a particular expertise that they are lacking.



Nowhere is this more evident than in the analytical and scientific communities. Many organizations are now using analytical services supplied by a third party, so they don't have to go through the expense of setting up their own analytical laboratory. And even if they do have their own laboratory, they might need to hire outside consultants to ensure that their staff under-

stand the application problem and are fully trained to run some of the more complex analytical instrumentation in their laboratory.



In addition to the practical side of running a laboratory, many organizations like research institutions, contract laboratories, hospitals, universities, federal departments, biotechnology and instrumentation companies, need to market their services and products to the marketplace. If the organization doesn't have any in-house marketing expertise, the traditional approach has been to use advertising agencies, marketing groups or graphic designers who have no feel for the technical nature of a project. Besides the problem of trying to convey fairly complex scientific facts to non-technical people who think with the other side of their brains, the cost of these projects can often consume an organization's marketing budget.

# SCIENTIFIC WRITING SOLUTIONS

**Built on Over 35 years Experience in Analytical Chemistry**



No one understands these issues better than **SCIENTIFIC WRITING SOLUTIONS**. It's principal consultant, Robert Thomas, has 12 years experience as an analytical chemist in the metallurgical industry, 20 years experience in applications, product development, marketing, sales and customer training for the Inorganic business division of a major analytical instrument company and 10 years experience as a freelance science writer. This has given him an in-depth knowledge of trace element techniques, like AA, ICP-OES and ICP-MS and a detailed understanding of how the analytical community utilizes these techniques to solve their problems. Much of that time has been spent training customers and clients in the applicability of the major atomic spectroscopic techniques. His over 60 articles in the public domain including a 15-part tutorial series entitled "A Beginners Guide to ICP-MS", published in SPECTROSCOPY magazine, are a testament to his expertise in this area. He has also recently published two textbooks on the fundamentals and practical benefits of ICP-MS.

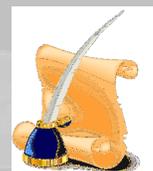


He also has significant expertise in the writing, development and production of sales and marketing collateral material, including brochures, newsletters, presentation material, CD ROMs, direct mail pieces and website design. He is particularly skilled in the art of writing papers and articles for technical and trade journals, covering many diverse scientific topics.



This level of expertise acquired over 35 years is now available to the analytical and scientific communities. Some of the many services offered by **SCIENTIFIC WRITING SOLUTIONS** include:

- Training in the fundamentals and applications of Atomic Spectroscopic
- Literature and application searches
- PowerPoint presentations
- Journal articles/papers
- Seminar/Conference material
- Meeting planning
- Laboratory Profiles
- Website design
- Production of data/spec sheets
- Brochure/Newsletter production
- Creation of direct-mail pieces
- Wall posters
- Sales/Marketing binders
- CD ROM creation and production
- Tradeshow display material
- Market analyses/surveys



If your budgets are not stretching far enough, or maybe you need someone who understands the technical nature of a project, or perhaps you just don't have a particular expertise in house, then call upon the 30 years of technical and marketing experience at **SCIENTIFIC WRITING SOLUTIONS** to help you achieve your goals. All your outsourcing needs are just a click away - and most importantly, at a cost-effective price. Contact us now.



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