



## Newsletters

**Are you looking to create a publication to help promote your company?**

*Sure a newsletter contains news, but it can also be used for:*

- A marketing tool to keep your company name frequently in front of potential clients
- Keeping customer loyalty by communicating with them
- Building reputation and awareness of your name over time
- Keeping customers abreast of your new products and services
- Reaching more of your customers and jogging their memory to call you
- Increasing sales to existing clients, winning back former customers, and getting ideas for products from your customers

*“We can take care of everything... layout, writing, and mailing.”*

*“Bringing Clarity to Your Publications”*

## Brochures

**Would you like to attract new business with much less effort and turn more of your prospects into paying clients?**

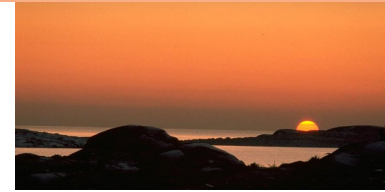
*A custom designed brochure can...*

- Be a powerful advertising tool for your company by giving someone a snapshot of your company on something bigger than a business card
- Show off some of the work you’ve done with project photos
- Let people see your place of business
- Display your products and/or services
- Present a personality profile of your product or service
- Give you the ability to mail your brochure to all the prospects you don’t have time to see face-to-face

*“We help you increase business and maximize sales from existing customers.”*



**(203) 932-5260**



## Documentation

**Do you have existing publications that need sprucing up?**

*If nobody reads your existing user guides and manuals, we can...*

- Transform your guides and manuals to help you communicate better
- Dramatically change the design layout of existing guides and manuals to improve the appearance and readability

**Are your job procedures and device instructions obsolete?**

*Updated procedures and instructions can...*

- Reduce training costs by providing you with complete reference materials
- Give your employees the structure and training tools they need
- Protect your company in the event of employee turnover

**Are you designing computer systems or software and need documentation?**

*Custom written user guides and manuals are...*

- Written at the level of the end user
- Customized to your specific computer system or software



### About the founder...

Pamela Pitcher founded Document Creations 10 years ago and has been providing creative document solutions for small business. Her goal is to provide cost effective services that increase productivity and reduce training costs. Pamela has demonstrated computer and writing expertise in developing training manuals, operating procedures, and documentation. Her computer skills and problem solving capabilities come from assignments in a corporate environment as well as an independent contractor. She understands the concerns of “the little guy.”

Pamela also has over 8 years experience in newsletter and brochure layout and publishing. Her experience includes creating newsletters and brochures for women’s organizations, healthcare and insurance industries.

*Contact us today at:*  
phone: **(203) 932-5260**  
email: **pam@documentclarity.com**



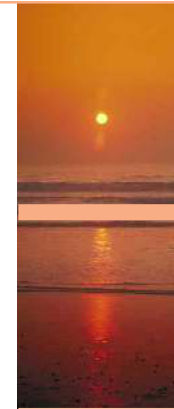
Document Creations has serviced these industries:

- Telecommunications
- Healthcare
- Manufacturing  
(including ISO 9000 documentation)
- Information Technology
- Software Development
- Business Organizations
- Charities and Non-Profits
- Insurance

#### Member of:

Greater New Haven Chamber of Commerce  
West Haven Chamber of Commerce  
Entrepreneurial Women’s Network  
Society of Technical Communication  
Member to Member Discount Program -  
Greater New Haven Chamber  
Rotary Club of West Haven

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