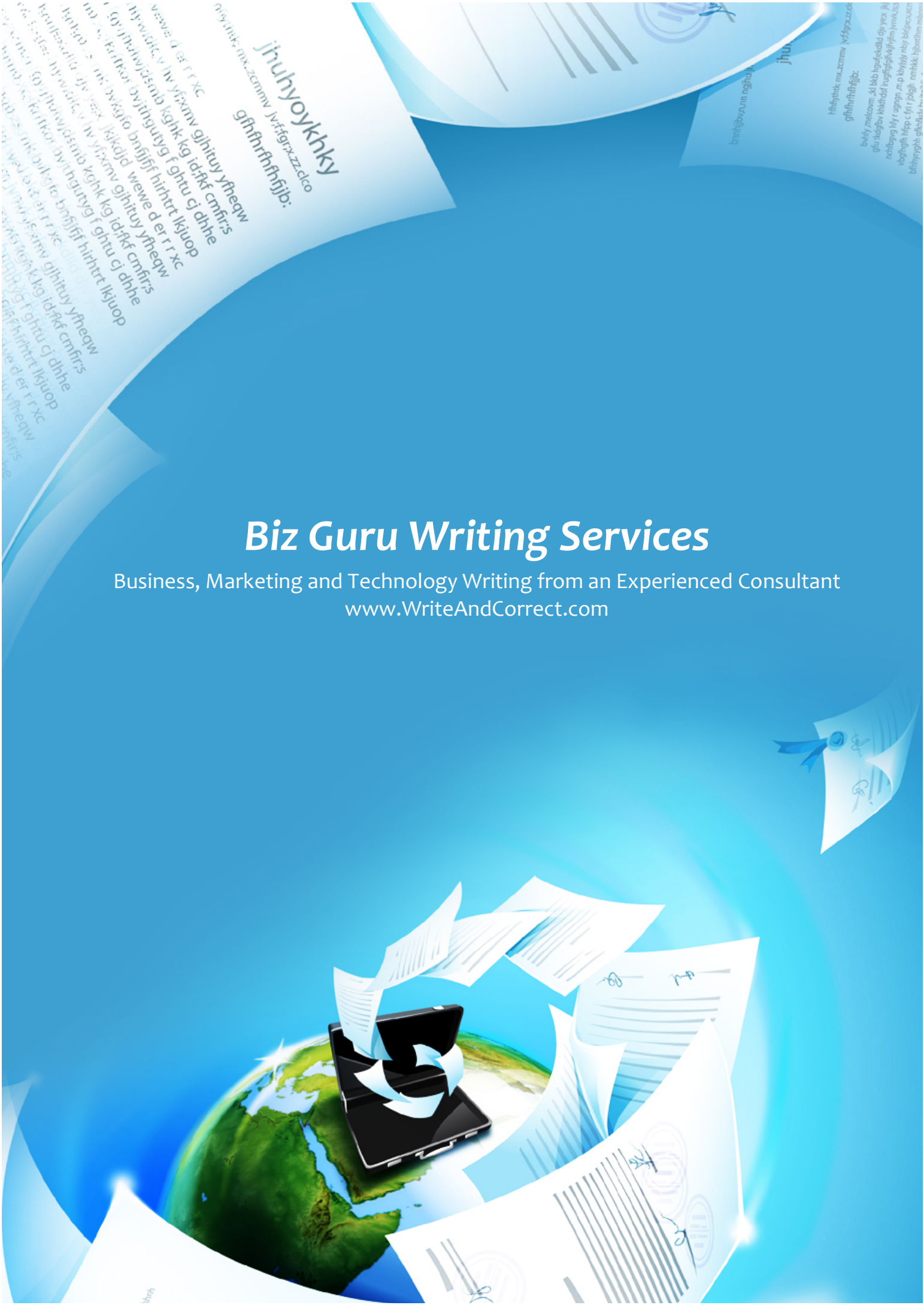


Biz Guru Writing Services

Business, Marketing and Technology Writing from an Experienced Consultant
www.WriteAndCorrect.com



You demand quality writing and you expect the best.
We can write that for you.

Business Writing: Bids, Tenders, Proposals, PQQs, Business Plans, Business Proposals, Training Courses, Presentations and Manuals.

With Success Written All Over Them!

Marketing Writing: Articles, Brochures, Social Media, Profiles, Press Releases, Web Content, White Papers, EBooks and Marketing Plans.

Presenting You At Your Best!

Technology Writing: Articles, White Papers and Manuals.

Technology Made Understandable!

Other Writing: CV's, Resumes, Profiles, Translations, Product Descriptions etc.

We Provide Quality Writing!

Lee Lister: A professional writer who is a published author of 16 business based paperbacks and a considerable number of e books and articles as well as numerous training courses, business plans and manuals.

An experienced management consultant with both business and IT experience she has a MSc Marketing and Management and considerable business experience.

" Re: Your article - I didn't just 'like it', 'I loved it!!!!"

Thank you Lee. I appreciate you coming onboard to helping us out. We really enjoy great articles that share information with our clients (and the world)."

"Excellent content writer with a bucket load of experience in the business world. Understood the brief well and was able to deliver with minimal input from me. Highly recommended."



Business Writing:

Bids, Tenders, Proposals, PQQs, Business Plans, Business Proposals, Training Courses, Presentations and Manuals.

Bids, Tenders, Proposals and PQQs

With over 30 years bid management experience and writing everything from a small bid to an international multi million country infrastructure bid, I can assist you with writing all or parts of your bid, whatever your country.

I first of all ask to view your RFP and discuss your potential solution with you. I will then produce a compliance matrix that does two things: identifies what should be within your proposal and assists with your bid planning.

Some clients want me to write their standard documents such as their Health & Safety Statement others want me to set up a whole library of documents. Whether you just want this assistance or a complete bid written, I will ensure that as much as possible is reusable for future bids. This can save you a considerable amount of money, and, even if you become able to do it yourself, you can still call for help.

Of course I understand that time and quality are very important and am used to working quickly to tight deadlines.

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Business Plans and Business Proposals

Business plans are vital for a business, not only to raise money from investors but also for planning and strategy purposes. Business visas often require a business plan, as do many grants. Nothing beats the skill of an experienced business consultant.

Business Proposals are a great way to obtain new work but it is often difficult to concisely describe your services and abilities in a short document. I can help you plan, strategize and conceptualize, turning your thoughts into words and hopes into reality.

Training Courses and Presentations

I have written numerous training courses and presentations and can write you a stunning PowerPoint based course or presentation complete with supporting documentation.

Manuals

Whatever your product, be it technical or a household object, I can probably write the manual for you. I enjoy making the difficult and complex seem easy.

Marketing Writing:

Articles, Brochures, Social Media, Profiles, Press Releases, Web Content, White Papers, Ebooks, and Marketing Plans.

Articles, Blogs, Web Content and White Papers

With the race to the first page of Google and the need to build links to your web site, quality articles and blogs have become extremely important. Gone are the days when you could rewrite poorly written PLR or throw up a low quality fluff piece. Google now penalizes poor quality articles. Similarly when people will only purchase when they see compelling web site copy.

Article writing is one of the hottest ways of marketing your web site and products BUT like all things in internet marketing you have to do it right to get results. I understand SEO, link building and the need for articles, blogs and web copy that are interesting to the viewer and search engine friendly. I will thoroughly research the subject you give me and find a new angle to write about whenever possible. The copy that I write will be interesting, compelling and often tinged with a little bit of humor.

Marketing Plans

No company should begin marketing until they have a full understanding of their aims, objectives and challenges faced in this process. Social media is a great place to market your products but it has to be done right first time. The marketing plan I write for you will be well researched and personal to your company. I will try and suggest innovative cost effective promotional methods.

Technology Writing: Articles, White Papers and Manuals.

Technical Articles, White Papers and Manuals

Technology has always been a complex subject to understand and it is rapidly changing with new products coming on line all the time. It is a hard fought market and technical companies are trying to differentiate themselves from hundreds of other businesses. They need content that the general person with little IT or engineering skills can understand.

My years of consulting have given me the skills to explain concept ideas, logically and politely to people in a way that they can easily understand. I never talk down to people, instead I lead them step by step through the complexities, building pictures and injecting a little humor to make learning fun and interesting.

White papers need to be a little more complex as they need to appeal to the more experienced and curious potential customers. Manuals are different in that they are intended to assist the unknowing in knowing about how to operate or use an item, software or service. I have written many manuals for all types of peoples at all skill levels.

My MSc Marketing and Management has provided me with key skills in social media, digital marketing general marketing, management and business that are up to date and in depth. I have been in IT since it was first invented, and yes I am that old! I find technical articles, white papers and manuals fun and interesting to write and I believe that this joy shows in my writing.

Other Writing: CVs, Resumes and Profiles

CVs, Resumes and Profiles

Many people think that they can write a great CV or resume themselves, but repeatedly the people reading them report that the general quality is very poor.

Today it is getting even tougher to secure a good job and it has never been more important to have an outstanding CV or resume. It used to be sufficient that a CV or resume simply listed your education and work history. However, today's successful CV or resume needs to also market your strengths to potential employers and sell you, over and above your peers. It must demonstrate your unique style, skills, achievements, and abilities.

Think of me as your personal advertising agency. I will produce a well designed, professional, error-free CV or resume that will set you apart from other applicants, tells employers why you are perfect for their job and will give you the opportunity to get that interview and shine!

Our Terms

We use PayPal to process our payments and you will see Biz Guru Ltd on your account.

All rates or prices will be quoted at the start of the project and are then fixed prices.

When a cost per 1,000 words is quoted and the article is longer than 1,000 words the rate will be charged pro rata at the next 250 words above. For example an article of 1,640 words will be charged at 1,750 words.

When a rate per hour is quoted the cost will be charged pro rata to the next 15mins above.

Where graphics are provided they will be royalty free and charged as an extra.

High value projects such as bidding, plans, presentations, manuals and training courses will be subject to a 50% deposit. No work will start before the deposit has cleared.

Business Plans, and Marketing Plans will be presented in PDF format until final payment has been cleared.

CVs and Resumes must be paid for before work begins.

We do **not** ask for a win fee on bidding work.

All payments can be made by PayPal, bank transfer or debit/credit card via our web link.

All work will be invoiced on completion and invoices MUST be paid within 3 days of presentation.

All articles, documents, manuals and plans are produced in MsWord. PDF versions (non editable) are available FOC.

Training courses and presentations are produced in MsPowerPoint with MsWord supporting documentation. The latter can be produced in PDF format (non editable)

FAQs

Q: Why are there differing prices for articles etc.?

A: Some subjects are more complex to research and write about and this takes time. Typical complex subjects are: finance, technology and product reviews.

A: Some clients require a deeper coverage or more complex coverage of a subject and this takes time to undertake.

Q: Are there any subjects that you will not write on?

A: I cannot write on subjects that are illegal or immoral in some countries. This would include PE, guns, cigarette smoking, drug use and MLM etc.

A: Nor can I legally give advice on legal, financial or medical matters.

Q: How long does it take for you to write an article, plan or document?

A: It varies, an article will typically take from 2-3 days to research and write. A business plan takes from 1-3 weeks, depending upon complexity. I write according to when the request is received.

A: Bids, however, take priority due to the tight time frames and immovable submission dates.

Q: What happens if I change my mind?

A: Payment will be due for work undertaken so far. The document will NOT be released until payment has cleared.

Q: Will you ever use my article or document?

A: Once payment has cleared and only then, copyrights to the document will pass to you for you to do whatever you want with it.

A: No citation will be made to any article or document without your permission. This includes using it as my reference.

A: All articles are ghost written.

Q: Do you have references?

A: Yes some are shown on my Upwork and Guru site, some in this document and others on my websites. Due to the nature of the work no names are printed. All are genuine.

A: If you would like to reference my work this would be greatly appreciated.

Item to Write	Rate	Per
Articles	\$30-70	1,000 words
Bidding Document	\$30-50	Hour
Business Plan		
- Budget Business Plan	\$750 (\$500 deposit)	Plan
- Small Business Plan	\$1,250 (\$650 deposit)	Plan
- Investor Business Plan	\$1,799 (\$1,000 deposit)	Plan
- Angel Business Plan	\$3,999 (\$2,000 deposit)	Plan
Business Cases	\$325/3 to 4 pages	Simple (with no graphics)
	\$375/3 to 4 pages	Complex (with full graphics)
Business Proposal	\$275/3 to 4 pages	Simple (with no graphics)
	\$325/3 to 4 pages	Complex (with full graphics)
CV and Resume	From \$125	Document
Manuals	\$30-45	Hour
Marketing Plan	From \$495	Plan
Marketing Strategy	\$495	Document
Marketing Writing	From \$125	Document
Presentation	\$10	Slide
Training Course	\$45 - 60	1,000 words
Presentation - Business	\$150	10 Slides, 1,000 words support
Presentation - Business	\$225	15 Slides, 1,500 words support
Presentation -Business	\$300	20 Slides, 2,000 words support
Proposal Writing	Fixed Price When Details Provided	
Social Media Profile	\$150	1,000 words
Technology Article	\$70	1,000 words
Technology Manuals	\$45-70	Hour
White Paper	\$95	1,000 words
Other Writing	Fixed Price After Details Provided	

Lee Lister

Is a professional writer who is also a published author of 16 business based paperbacks and a considerable number of e books and articles as well as numerous training courses, manuals etc.

She personally writes all documents and articles, all of which will pass copyscape.

Lee is a seasoned management consultant having worked with all types of companies from start-ups to multi national corporations from all over the world. She is adept at providing business, marketing and change strategies and understands how companies work.

Lee has written hundreds of business plans, business proposals, training courses, business manuals and marketing materials as well as thousands of articles and ebooks. Should you require a website to be structured, the text written and the design managed, she has also managed that on numerous occasions.

Lee is now semi-retired and works mostly from home, using the benefits of the Internet, Dropbox and Skype to provide consultancy and complete writing assignments.

WRITING

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Skype: TheBizGuru