

## Write a technical brief

1. This document should take your customer's point of view. If you have a platform product that could have many uses, be sure to focus the text on each intended reader and what is most relevant to them first rather than everything in general.
2. Read a few industry documents to get the vocabulary right. Have enough technical detail in the document to tweak the interest of an engineer or expert but don't make it so technical that you lose the attention of non-technical staff.
3. Open with a compellingly statement about the need for improved results in this sector
4. Talk about how this need is currently solved
5. Talk about how your product solves these issues and offers benefit. I.e. price, time, accuracy etc.
6. Go deeper into the technical solution you offer. Independent validation, trials, or pilot
7. Add a picture or results chart
8. Talk about your experience in another related sector that might show your general industry capabilities.
9. Show a case study or two
10. Talk about the experience/credentials of your team.
11. Make compelling closing statement (once again around the specific sector) and a call to action
12. Be sure to include contact details, confidentiality or business distribution limitations, and any required disclaimers.
13. Include your logo and ensure the formatting matches the company branding and style guide- professional branding and design to help your company look more established.
14. Create a document number with a date for review and update.
15. Write a short accompanying email with a compelling paragraph as to why you're reaching out and be sure to request an appointment and offer two options for times

### **Nakoudu It's a match:**

*Contact us: if you would like to be matched to a technical writer, sales and marketing expert, a designer or web designer. [Info@nakoudu.com](mailto:Info@nakoudu.com)*

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