

WHY OUTSOURCE WRITING?

In-house writers vs. outsourced specialists

	In-House Writers	Marcus Gomez & Partners
Commitment	<p>Full-time employees may let a project down by:</p> <ul style="list-style-type: none"> • Looking for greener pastures and leaving the organisation in mid-project, taking with them their knowledge, experience and expertise. • Going on annual/medical leave. • Becoming demotivated on the job. • Getting caught in career web and office politics. 	<p>As a small enterprise, we value every one of our customers as our bread and butter. Writers at Marcus Gomez & Partners are also owners of the business; we take a lot of pride in our work.</p> <p>We don't treat writing as a job. We treat it as a business.</p>
Tools	<p>In-house writers must be equipped with expensive tools to do the job.</p>	<p>We use the best documentation software available to produce our work.</p>
Training	<p>Like most employees, full-time writers will need to be trained and retrained, which costs manhours and money. Furthermore, in-house training rarely prepares writers adequately for today's modern communication practices.</p>	<p>We study the best documentation practices of all our customers, across multiple industries. We continually update and better our work processes to ensure we offer innovative approaches to business and technical communication.</p>
Attitude	<p>Employees sometimes have a tendency to be slapdash with their work if they are dissatisfied with their job or the organisation. This can come across as harsh, disparaging or lackadaisical language in their writing.</p>	<p>Our quality control practices ensure that every piece of writing we produce for our customers is proofread for accuracy, consistency, user-friendliness and language. Every document we produce undergoes this process several times.</p>
Quality	<p>After many years of writing, full-time in-house writers sometimes experience 'tunnel vision'. Their 'superior understanding' of the subject often means that their writing is no longer emphatic to the audience's needs.</p>	<p>Because we rotate our writing assignments, we always view things freshly. We go from 'limited understanding' to superior understanding the same way your customers have to, simulating what your customer experience will be.</p>
Workload	<p>In-house writers are often underutilised during off-peak periods (say, the early stages of product development). And when workloads peak, they are often overworked.</p>	<p>Marcus Gomez & Partners saves your organisation money during off-peak periods because our services are not utilised. And during peak periods, our specialist teams easily absorb the extra workload.</p>