



CONFIDENTIAL PROPOSAL FOR FERN CADDENHEAD



CONTACT US



The Write Direction

130 King St W Suite 1800
Toronto, ON M5X 1E3



(647) 699-6021



80 Broad Street, 5th Floor
New York City, NY, 10004

info@thewrite-direction.com

www.thewrite-direction.com

INTRODUCTION

The Write Direction: Your Premier Writing Partner

The Write Direction is a leading professional and technical writing company that spans North America. We have a vast and vibrant network of writers, industry experts, and academic professionals, working together to achieve excellence in written communication. With a deep understanding of various industries and subjects, we pledge to deliver content that is not only of the highest quality but also tailored to the unique contours of your requirements.

With the team's technical writing proficiency, The Write Direction offers a spectrum of services that cater to a diverse array of professional and technical needs. Whether you represent an individual, a start-up business, or an established organization, our mission is to elevate projects with unparalleled writing excellence.

**QUALITY CONTENT
FOR YOUR BUSINESS.**



PROVEN TRACK RECORD



WHAT WE DO: BEYOND WORDS

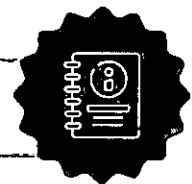
Our Comprehensive Services

Our service spectrum is as broad as it is specialized, encompassing everything from detailed technical documentation to effective business plans, persuasive marketing content, and comprehensive policy manuals. Here's a deeper dive into our key service areas:



POLICY MANUALS

- **Compliance and Regulatory Documents:** Aligning with legal standards, mitigating risks.
- **Employee Handbooks:** Communicating policies, culture, and workforce expectations.
- **IT Policies:** Crafting manuals for cybersecurity and technology governance.
- **Health & Safety Protocols:** Developing comprehensive safety guidelines.
- **Corporate Governance Documents:** Defining operational and decision-making processes.



TECHNICAL WRITING SERVICES

- **User Manuals/Guides:** Developing clear, concise and user-friendly documents for complex products.
- **Product Descriptions:** Creating informative and engaging product narratives.
- **Technical Reports:** Transforming technical data into comprehensible reports.
- **SOPs:** Streamlining operations, ensuring safety and consistency.



BUSINESS PLANS & BUSINESS DOCUMENTATION WRITING SERVICES

- **Business Plans:** Tailoring business plans aligned with goals and industry standards.
- **Market Analysis & Strategy Development:** Crafting strategies for business success.
- **Financial Planning:** Formulating realistic models appealing to investors.
- **Executive Summaries:** Capturing business essence compellingly.
- **Marketing/Sales:** Driving growth with strategic plans.



PROFESSIONAL WRITING SERVICES

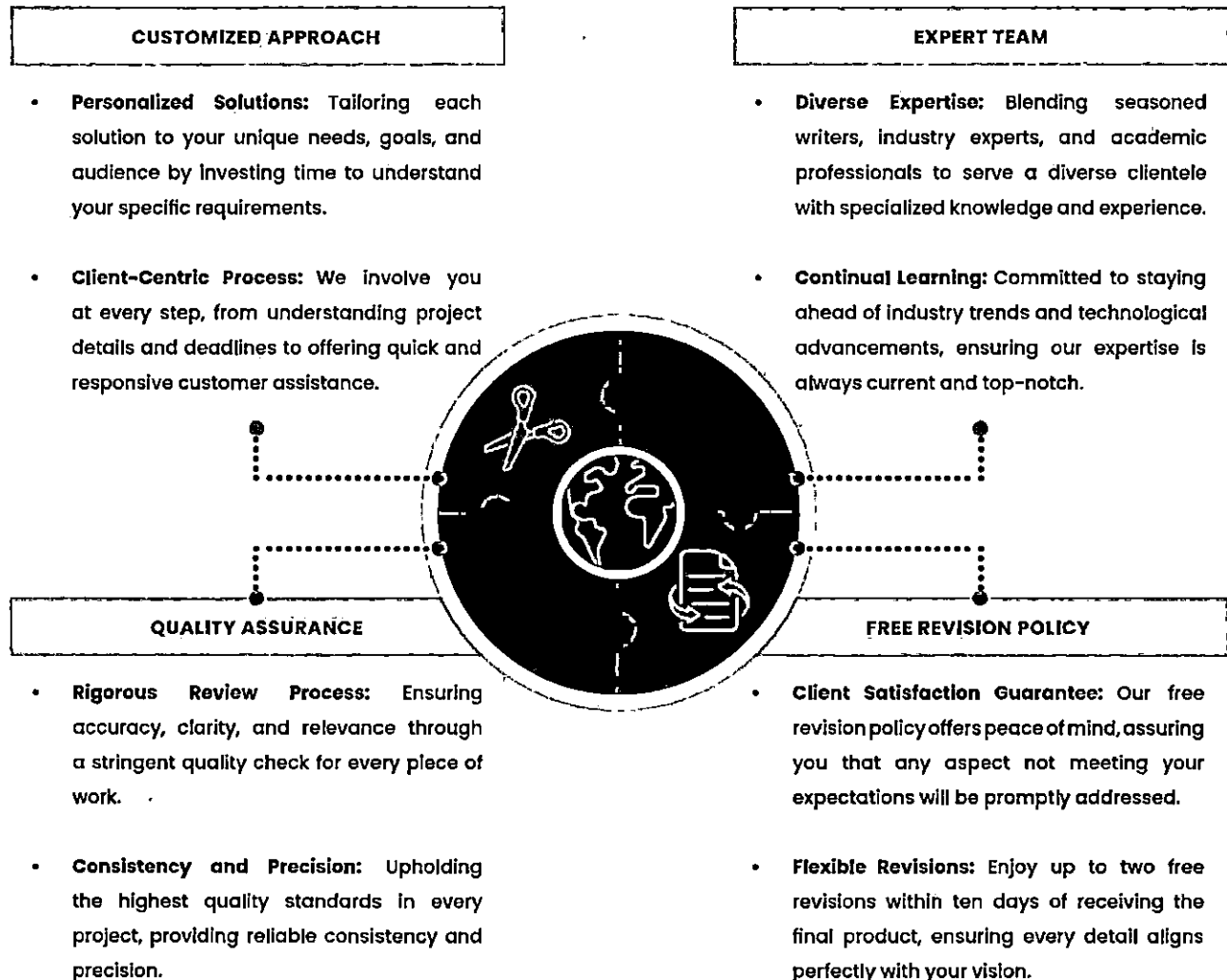
- **Website Content & SEO Writing:** Crafting engaging content for digital presence.
- **Social Media:** Creating shareable, brand-building, and engaging posts.
- **Email Campaigns & Newsletters:** Producing informative, engaging, conversion-driven newsletters.
- **Blogs/Articles:** Developing informative content establishing thought leadership.

WHY CHOOSE US

The Write Direction Difference

Our Unique Selling Propositions

Choosing The Write Direction means partnering with a team that not only provides exceptional writing services but also values your satisfaction above all. In our dedication to delivering a service that resonates with your needs and exceeds your expectations, we have also meticulously crafted a process for how we do it:



INDUSTRIES WE SERVE

At The Write Direction, we pride ourselves on our ability to adapt and cater to a wide array of industries. Our diverse expertise enables us to provide specialized writing services tailored to the unique needs and nuances of various sectors.

- HEALTHCARE & MEDICAL**
 - Research Papers
 - Policy Manuals
 - Case Studies
- TECHNOLOGY & IT**
 - Manuals/Guides
 - SOPs
 - Policies
- EDUCATION & ACADEMIA**
 - Thesis Writing
 - Manuals/Guides
 - Policies
- REAL ESTATE & CONSTRUCTION**
 - Proposals/Plans
 - Manuals/Guides
 - Policies
- MANUFACTURING & ENGINEERING**
 - Product/Process Manuals
 - Quality Control Manuals
- NON-PROFIT & SOCIAL SERVICES**
 - Proposals/Plans
 - Policies
 - Program Development
- HOSPITALITY & TOURISM**
 - Marketing Campaigns
 - Print & Digital Media
 - Websites

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
2. EMPLOYEE RESPONSIBILITIES <ul style="list-style-type: none">- 2.01 General- 2.02 Professional Appearance- 2.03 Timeliness and Attendance- 2.04 Outside Activities- 2.05 Gifts and Gratuities- 2.06 Conflict of Interest- 2.07 Political Activity- 2.08 Communications- 2.09 Telephone Use- 2.10 Uniforms- 2.11 Purchasing- 2.12 Indebtedness to the County- 2.13 Cell Phone Policy- 2.14 Social Media		
3. HIRING PRACTICES <ul style="list-style-type: none">- 3.01 Methods of Recruitment and Selection- 3.02 Position Announcements- 3.03 Qualifications- 3.04 Selection- 3.05 Age Requirements- 3.06 Application for Employment- 3.07 Employment of Relatives (Nepotism)- Nepotism Chart- 3.08 Testing- 3.09 Physical Standards- 3.10 Verification of Eligibility to Work- 3.11 Driving Record- 3.12 Felony/Misdemeanor Convictions- 3.13 Prior Service With the County- 3.14 Placement on County Payroll- 3.15 Emergency Employees- 3.16 Orientation and Training		

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Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
4. TYPES OF EMPLOYMENT <ul style="list-style-type: none">- 4.01 Categories- 4.02 Introductory Period- 4.03 Assigned Staff		
5. EMPLOYEE COMPENSATION AND ADVANCEMENT <ul style="list-style-type: none">- 5.01 Pay- 5.02 Paydays- 5.03 Check Delivery- 5.04 Payroll Deductions- 5.05 Merit Increases- 5.06 Across-the-Board Pay Increases- 5.07 Classification Plan- 5.08 Pay Plan- 5.09 Pay Group and Steps- 5.10 Classification and Pay Administration- 5.11 Promotions- 5.12 Lateral Transfers- 5.13 Demotions- 5.14 Pay Reduction for Disciplinary Reasons- 5.15 Approving Authority- 5.16 Longevity Pay- 5.17 Certificate Pay- 5.18 Cell Phone Allowance- 5.19 Spanish Bi-Lingual Incentive Program		

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
6. WORK SCHEDULE AND TIME REPORTING <ul style="list-style-type: none">- 6.01 Workweek and Work Hours- 6.02 Number of Hours Worked- 6.03 Overtime Worked- 6.04 Exemptions From F.L.S.A. (Overtime Compensation)- 6.05 Special Circumstances- 6.06 Overtime Compensation- 6.07 Compensatory Time- 6.08 Equivalent Time- 6.09 Holidays Worked- 6.10 Leave or Holidays Taken and Overtime- 6.11 Time Reporting- 6.12 Emergency Closings- 6.13 On-Call		
7. BENEFITS <ul style="list-style-type: none">- 7.01 Medical and Life Insurance- 7.015 Retiree Health Benefit- 7.02 Social Security- 7.03 Pension Plan- 7.04 Workers' Compensation- 7.05 Unemployment Insurance- 7.06 Leave Time		
8. FAMILY AND MEDICAL LEAVE <ul style="list-style-type: none">- 8.11 Other Leaves of Absence Without Pay- 8.12 Emergency Leave- 8.13 Injury Leave- 8.14 Using Leave in Combination- 8.15 Abandonment of Position		

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
9. HOLIDAYS <ul style="list-style-type: none">- 9.01 General Policy- 9.02 Work During Holidays- 9.03 Holidays Falling on Non-Workdays- 9.04 Holiday During Vacation- 9.05 Holiday Compensation for Section 7(k) Employees		
10. HEALTH AND SAFETY <ul style="list-style-type: none">- 10.01 Safety Policy- 10.02 Employee Responsibilities and Reports- 10.03 Employee Suggestions- 10.04 On-the-Job Injuries- 10.041 Paid Quarantine Leave for specific professionals- 10.05 Drug-Free Workplace- 10.06 Non-Employee Incident/Injury Report		
11. USE OF COUNTY PROPERTY <ul style="list-style-type: none">- 11.01 General Policy- 11.02 Use of Tools, Equipment, Property, and Vehicles- 11.03 Valid Driver's License- 11.04 Vehicle Insurance- 11.05 Accident Reporting- 11.06 Take-Home (or assigned) Vehicle Policy- 11.07 Computer, Electronic Mail, and Internet Use- 11.08 County Issued Cell Phones- 11.081 County Issued Cellular Telephone Agreement		

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
12. DISCIPLINE - 12.01 General - 12.02 Progressive Discipline		
13. SEPARATIONS - 13.01 Types of Separations - 13.02 Resignation - 13.03 Retirement - 13.04 Reduction In Force - 13.05 Dismissal - 13.06 Disability - 13.07 Death - 13.08 Calculation of Separation Pay - 13.09 Exit Interviews and Records - 13.10 Continuation of Group Insurance		
14. GRIEVANCES - 14.01 Policy - 14.02 Final Authority - 14.03 Procedure		
15. JOB (CLASS) DESCRIPTIONS AND PERFORMANCE EVALUATIONS - 15.01 Job Descriptions - 15.02 Distribution - 15.03 Requests for Clarification - 15.04 Employee Performance Evaluations		

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION

TIMELINE

AMOUNT

16. PERSONNEL FILES

- 16.01 General
- 16.02 Personnel Action Form
- 16.03 Contents of Personnel Files
- 16.04 Leave Records

17. PROFESSIONAL DEVELOPMENT

- 17.01 General Policy
- 17.02 Tuition Reimbursement
- 17.03 Required Attendance at Seminars and Conferences
- 17.04 Professional Memberships and Seminars

18. TRAVEL /EXPENSE REIMBURSEMENT

- 18.01 General Travel/Expense Reimbursement Policy
- 18.02 Travel Within the General Work Area
- 18.03 Travel Outside the general work area
- 18.04 Allowance for Meals and Incidental Expenses
- 18.05 Lodging Expenses
- 18.06 Other Expenses
- 18.07 Personal Vehicle
- 18.08 Expense Report
- 18.09 Exceptions
- 18.10 Prohibited Expenditures

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
19. MISCELLANEOUS POLICIES <ul style="list-style-type: none">- 19.01 Smoking- 19.02 Chain of Command- 19.03 Service Award Program		
20. ANTI-FRAUD POLICY <ul style="list-style-type: none">- 20.01 Scope of the Policy- 20.02 Purpose- 20.03 Definition of and Actions Constituting Fraud- 20.04 Responsibilities- 20.05 Additional Responsibilities of Supervisors- 20.06 Responsibility and Authority for Follow Up and Investigation- 20.07 Reported Incident Follow Up Procedure- 20.08 Disciplinary Action- 20.09 Other Inappropriate Conduct		

PROJECT PROPOSAL

Project Timeline & Key Milestones

SERVICE DESCRIPTION	TIMELINE	AMOUNT
HEALTH AND SAFETY PROGRAM HS 10.01 Goals HS 10.02 Responsibilities HS 10.03 Organization HS 10.04 HS 10.05 Safety Meetings HS 10.06 Medical HS 10.07 Physical conditions HS 10.08 On-the-Job Injuries HS 10.09 County Vehicle Accidents & Third-Party Claims HS 10.10 Operating County Vehicles HS 10.11 Accident Investigation HS 10.12 Hazard Reporting HS 10.13 Safety Inspections HS 10.14 Purchasing Safety Equipment HS 10.16 Personal Protective Equipment HS 10.16 Hazardous Chemical Training HS 10.17 Traffic Control HS 10.18 Departmental Safety Manuals HS 10.19 Disciplinary Action	10-14 DAYS	\$7200.00
TOTAL: 150 PAGES		
	TOTAL	\$7200.00

IN ADDITION, OUR SERVICE WILL INCLUDE:

- **Content Development:** Our expert team will craft content from scratch that is clear, compliant, and relevant to each topic mentioned.
- **Professional Formatting:** We will ensure that the manual is formatted in a way that's visually appealing, easily navigable, and consistent throughout.
- **Regulatory Compliance:** Our team will ensure that the content adheres to all relevant federal and state regulations.
- **Review and Iterations:** Post our initial draft, we also offer unlimited revisions based on your feedback.
- **Digital and Print-ready Versions:** We will deliver the manual in both digital (PDF) and print-ready formats to suit your distribution needs.

PAYMENT

Payment Terms: 50% payment to initiate the project / 50% upon completion

TERMS

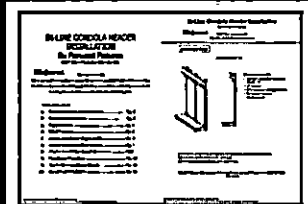
Interac e-transfer: Info@thewrite-direction.com

Custom Payment Link: <https://www.thewrite-direction.com/product/custom-payment/>

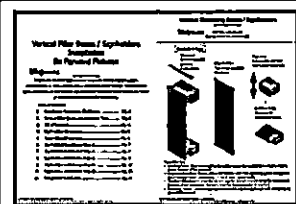
PORTFOLIO

CLICK TO VIEW EACH WORK

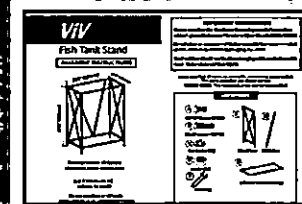
USER GUIDES



In-Line Gondola Header Installation



Vertical Pillar Boxes / Signholders Installation



Fish Tank Stand Assembly Instructions

WEBSITE CONTENT & DESIGN



Frequency Entertainment

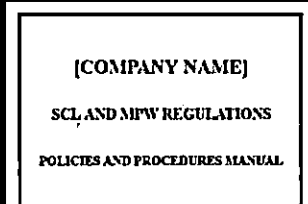


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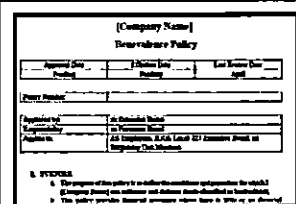


British Swim School

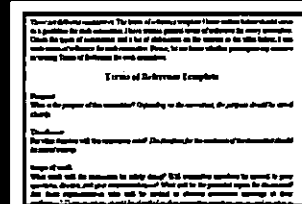
POLICIES & PROCEDURES



Grasshopper Care Home LLC Policies & Procedures

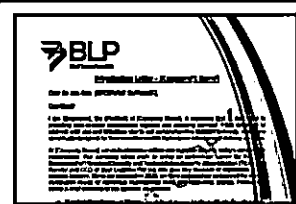


Benevolence Policy



Terms of Reference Template

BUSINESS PLAN & BUSINESS PLAN WRITING SERVICES



Best Logistics Pro Company Introduction Letter