



Verbis
Clear text



"The purpose of any type of publication is communication. The only thing that matters is if the reader understands the message."

On the topic of writing...

Lorem ipsum dolor sit amet... This pseudo-Latin phrase has been used as placeholder for proof prints since the early 15th century. The text used a combination of words that loosely approximate the frequency of letters in an English text. There is only one problem: it has no meaning.

Talk, Talk
Talk...

The same can be said about the final text appearing in the publication, does it actually mean anything? The terms used to describe the product are often in buzzwords, also known as corporate gibberish. Most people experience this sort of information as marketing *lorem ipsum*. What does it mean when you:

"Collaboratively create goal-orientated strategy, or quality audience oriented visual content, or user first digital experiences through a fresh uncomplicated process?"

You tell us, we tried to read it, anything but uncomplicated.

Blah, Blah
Blah...

A similar experience you get when you browse through the 'additional information'. This is often written by experts who have no clear idea who they are writing for. The documents produced are often in techno-speak, specialized technical terms that are incomprehensible to the reader, like:

"This two-tier, cloud-based business management software is ideally suited for large corporations."

This applies to the vast majority of software. Is this what makes your product unique? That it can access a remote database (two-tier) via the Internet (cloud-based)? Or that it is too expensive for small business? Technical *lorem ipsum* is as ineffective for communication as providing no additional information at all.



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How can we help?

We realize each of us has their own version of lorem ipsum , perfectly clear for yourself but often unclear for your audience. That's where **Verbis** comes in; we create clear text everyone will understand, and always with your customer in the back of our mind. Of course your company is the exception, you are quite able produce clear text yourself. In that case: just ask yourself how busy you are and when will you find the time to sit down and write?

About us

Verbis is a small company of freelance writers and editors created by Edwin Ariëns, copywriter, editor and owner. We have over 20 years of experience in writing:

- ❖ Website content
- ❖ Online help
- ❖ Presentations
- ❖ Course content
- ❖ Datasheets
- ❖ Instructions
- ❖ Whitepapers
- ❖ Manuals
- ❖ E-learning content
- ❖ SEO checks
- ❖ Video storyboards.

You name it, writing clear text for all is our single goal.

"The challenge in writing is to do it for your audience, not for yourself."



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What are the costs?

The real question should be: how much will it bring to have a professional help you get your message across in clear text? Our rate will depend on a number of variables:

Fixed price or hourly rate?

We can only accept fixed price for well-defined projects. We do not accept 'rate per word' jobs, as this is an immoral incentive to write longer sentences.

How complicated is the task at hand?

A translation of a well written manual into English or Dutch is a lot easier than the creation of a complete new one. The general rules are the amount of creativity, required research and quality of the input.

When is the deadline?

We are not afraid to put in the extra hours to get the job done. When something requested today had to be finished yesterday, it comes at a price.

Do you have a framework agreement?

After a first successful cooperation we will suggest a framework agreement for future work. A framework agreement will generally allow our customer more flexibility.

Contact us

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