



The Technical Reader

The Shoap Technical Services Newsletter

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What Technical Writing Really Is

Technical writing is all around you, but do you really know what it is? The goal of technical writing is simply to communicate information about technology that the reader can use and understand. That's easy, right? There are three main types of technical writing used to accomplish this goal: end-user documentation, hardware and software technical documentation, and technical marketing communications.

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How to: Avoid Spamming

Have you ever wondered why your email was considered spam? You probably don't know the rules of spam filters—and how to avoid them. Follow these simple steps to make sure that you go straight to your intended recipients' inboxes.

1. *Avoid certain words*



Spotlight on Emily Gantt

Writer Emily Gantt is Shoap's resident jetsetter. Though she considers herself "Southern at heart," she has traveled to eleven countries, including living in Japan for three years, studying abroad in Italy,

About Shoap Technical Services

Since 1986, Shoap Technical Services, L.L.C., has been a leading resource for quality technical writing, documentation, and training services. We pride ourselves on the technical expertise of our company, and can translate the most complicated technical concepts into easy-to-follow instructions for a variety of audiences. With our experience and exceptional staff (all writers have engineering/computer science backgrounds and

and phrases

Words such as free and guarantee and phrases such as call now, your income, and click here make messages appear to be spam.

2. Tell recipients to add you to their address book

Whether you're sending from a newsletter service provider or directly from your own email provider, don't be afraid to ask people to add your "from" address to their address books.

3. Fill out all fields (with text)

If you have no subject line or if your email body is only an image or PDF, your message might be considered spam.

Include a concise subject line (under 40 characters) and quality content.

4. Use conservative formatting

Typing in all caps and red text trigger spam filters.

and visiting India. After completing her B.S. in Computational Media from Georgia Tech, Emily went to work as a web developer. She brings to Shoap that experience and her own design expertise; her deliverables are not only thorough but also very well designed. In her spare time, Emily likes to enjoy the city, do crafts, play video and card games, and drink hot tea.

editors have advanced degrees in composition and communication), we solve the problem of documentation at a lower cost with greater convenience and quality than any alternative.