Breaking the Silence
How to Build Influence as a Tech Writer

Jacob Moses | Host of The Not-Boring Tech Writer | Tech Writer at Rainmaker Digital
Who’s the Ginger? (My name is Jacob, thank you.)

- Tech Comm. graduate from the University of North Texas
- Host of The Not-Boring Tech Writer podcast
- Technical Writer at Rainmaker Digital
INFLUENCE
CREATE
CONTENT
Latest Posts

Review of Andrew Etter's ebook on Modern Technical Writing
Jul 26, 2016 • api-doc, book-reviews, podcasts

In "Modern Technical Writing: An Introduction to Software Documentation," which is an e-book you can read on your Kindle, Andrew Etter argues for a model of technical writing that involves lightweight markup languages (like AsciiDoc and Markdown), static site generators (such as Sphinx), distributed version control systems (like Git or Bitbucket), constantly iterating/updating doc content on your website based on analytics, and more. Etter's book resonated with me because it articulates so many of the principles I've felt about how documentation should be.

Applying Tim Ferriss' 4-hour work week rules to tech comm projects
Jul 20, 2016 • general, innovation, podcasts

Principles in Tim Ferriss' book The 4-Hour Work Week can be applied to tech comm projects. By focusing on the 20% of tasks that result in 80% of the results, limiting your focus to two mission critical tasks a day, empowering those around you to make decisions, and avoiding distractions from trivial tasks,
Eliminating the zombie vulnerability – removing passive voice from the docs

JUL 30  Posted by Sarah Maddox

If you can insert the words “by zombies” into a sentence, then that sentence very likely uses the passive voice. A colleague recently reminded me of this tip. It made me laugh, and so I thought it’s worth blogging about, if only to share the chuckle.

Here are some examples of zombie-infested sentences, and their equivalents using active voice.

Example 1

Geographic requests are indicated by zombies through use of the coordinates parameter, indicating the specific locations passed by zombies as latitude/longitude values.
There are three steps to building your influence:

1. Find what to share.
2. Learn how to share it.
3. Choose where to share it.
Find What to Share

Think about your tech comm. skill or passion.

Hard Skills/Passions:
• Single-source authoring
• Writing with a friendly, conversational tone.
• UX Design

Soft Skills/Passions:
• Building community
• Communication between Docs and Support
• Collaboration
Find What to Share

Learn How to Share it

Choose Where to Share it
Learn How to Share it

How are you going to differentiate yourself from other technical writers?
Learn How to Share it

How are you going to differentiate yourself from other technical writers?
Content Tilt:

“Your content tilt is what separates you from everyone else in your market.”

“It’s your unique perspective on your content niche, which creates an opportunity for you to attack, lead and, ultimately, own the category.”

http://contentmarketinginstitute.com/content-inc/framework-content-tilt/
Learn How to Share it

How to find your unique perspective:

• Your experiences
• Your associations
Learn How to Share it

Your experiences:

• a strategy that worked well for you
• a story
Learn How to Share it

Your associations:

Connections you make that initially seem unrelated on the surface.

• Transitioned from Support to Documentation
• Your interests outside of technical communication
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Source: ffeathers.wordpress.com
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Converting passive voice to active:

You can use the coordinates parameter to indicate geographic requests, passing the specific locations as latitude/longitude values.

TRUST YOUR ASSOCIATIONS
Anne Lamott in *Bird by Bird*:

“Take the attitude that what you are thinking is valuable stuff, and then be naïve enough to get it all down on paper.”
Find What to Share

Learn How to Share it

Choose Where to Share it
Choose Where to Share it

Find the best medium to share your content.

• Blog
• Podcast
• Email newsletter
Choose Where to Share it

Blog:

- Wordpress.com
- Medium
- The Rainmaker Platform

You don’t waste precious time setting up your site, when you could be creating content.
Choose Where to Share it

Wordpress.com (not Wordpress.org):

• Your site is free (excluding your domain).
• Quick onboarding.
• Automatic security updates.
Choose Where to Share it

**Medium:**

- The platform is free.
- Quick onboarding.
- Automatic updates.

**Two options:**

- Create a profile
- Create a publication

Medium.com
Master Park Planner: Fredrick Law Olmsted's Legacy

The designer of New York's Central Park sent a strong message — people need spaces in which to escape the hustle and noise of the city.

Ash Blankenship
Jul 26

Tech and Cities: A Messy Merger

Technology is great. I mean it is POSITIVELY, FANTASTICALLY MIND Boggling Amazing! I can rarely be found without my phone, DSLR and laptop...

Liam Roife
Jul 25
My Two Cents on Instagram Stories and the Evolution of Social Platform

Yesterday, Instagram, the...
The Rainmaker Platform:

• Built on the WordPress framework.
• Advanced content tools – podcasting, Learning Management System (LMS) courses, membership sites, built-in email marketing service.
• $125/month
Choose Where to Share it

Find the best medium to share your content.

- Blog
- Podcast
- Email newsletter
Choose Where to Share it

Podcast:

Three tools:
• Microphone
• Recording and editing software
• Place to host podcast
Choose Where to Share it

Microphone:

- Built-in microphone
- **Blue Snowball Mic** ($49.00)
- **Blue Yeti Mic** ($128.94)
Choose Where to Share it

Recording and Editing Software:

- **GarageBand** (free for Mac users)
- **Audacity** (free for Mac and PC users)
- **Skype**
  - Paired with **Call Recorder**
Choose Where to Share it

Place to Host the Podcast:

- SoundCloud
- Buzzsprout
- PodBean
Choose Where to Share it

Find the best medium to share your content.

• Blog
• Podcast
• Email newsletter
Email Newsletter:

- MailChimp (free up to 2,000 subscribers and/or 12,000 emails a month).
- TinyLetter
MAKE YOUR PLATFORM
YOUR COLLEAGUES PLATFORM.
Choose Where to Share it

Find Your Colleagues:

- Write the Docs Meetups
- Write the Docs Slack Channel
- Write the Docs Hashtag
- Tech Comm Hashtag
Find What to Share
Learn How to Share it
Choose Where to Share it
Anne Lammot in *Bird by Bird*:

“Take the attitude that what you are thinking is valuable stuff, and then be naïve enough to get it all down on paper.”
Email: jacobscottmoses@gmail.com
Twitter: @jacobscottmoses
LinkedIn: Jacob Scott Moses
The Not-Boring Tech Writer
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