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

- THE -

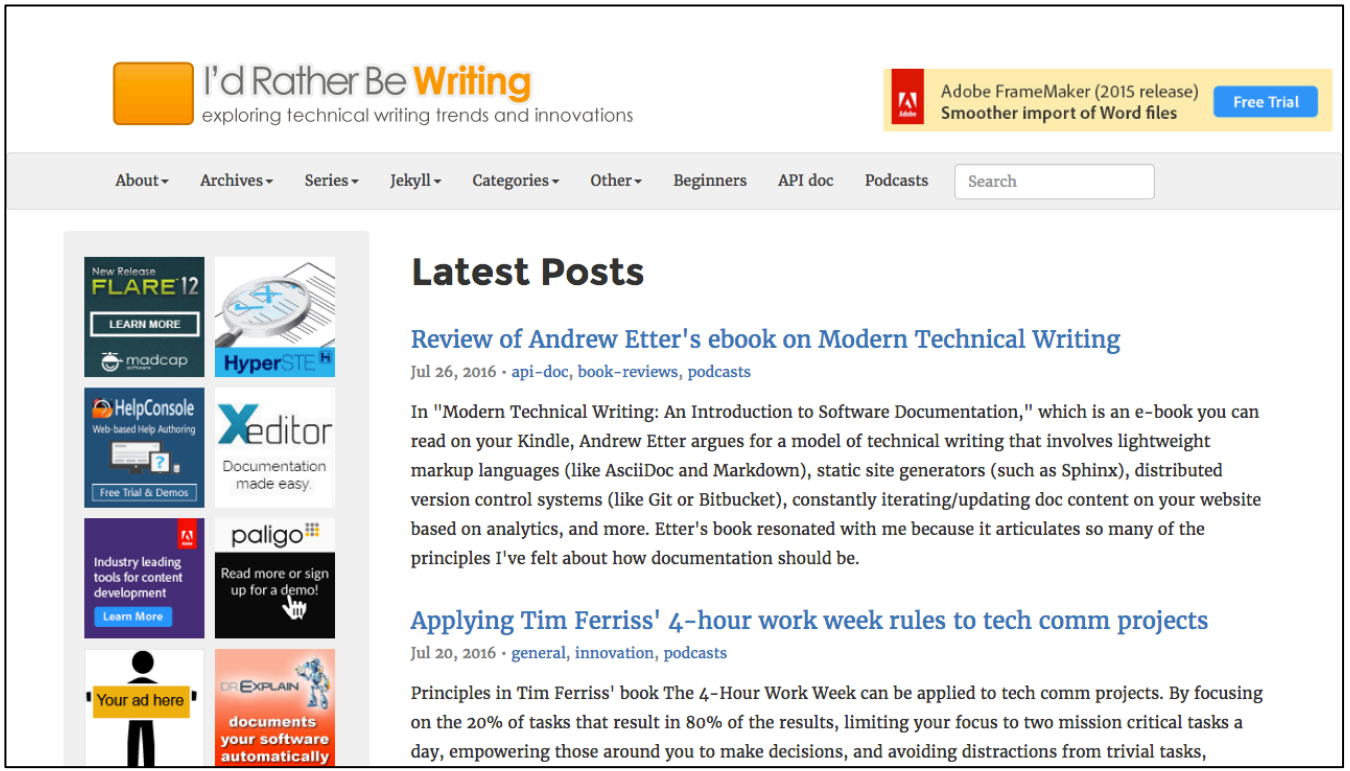
NOT-BORING

- TECH WRITER -

INFLUENCE

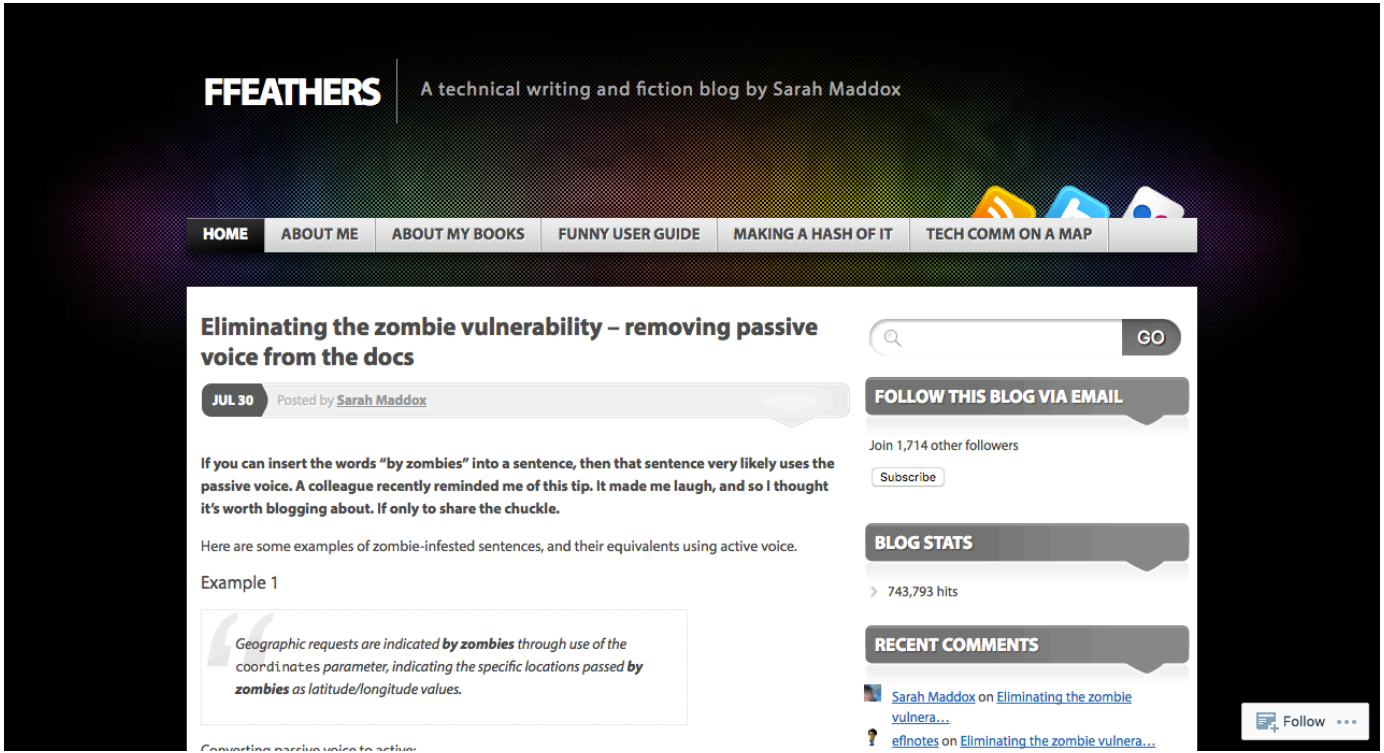
CREATE CONTENT

Tom Johnson's *I'd Rather Be Writing*



idratherbewriting.com

Sarah Maddox's *FFEATHERS*



ffeathers.wordpress.com

Three Steps to Build Your Influence

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

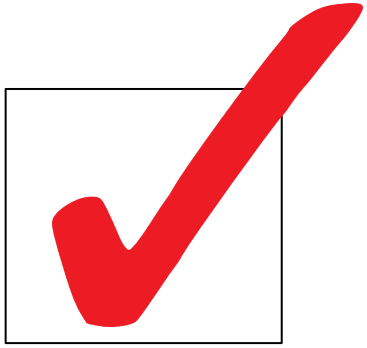
Think about your tech comm. skill or passion.

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?

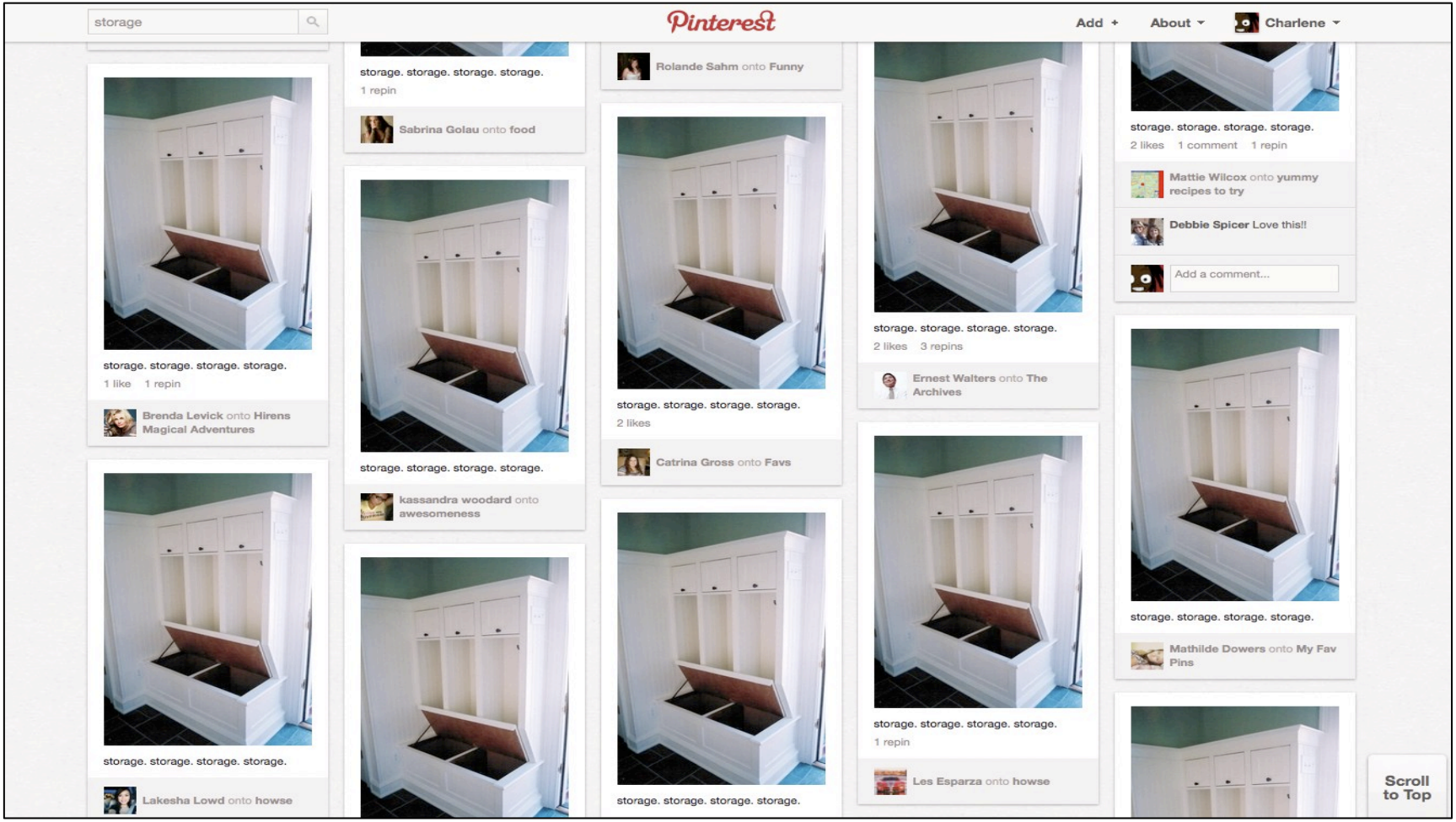


Photo by: Charlene McBride

Learn How to Share it

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

Learn How to Share it

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

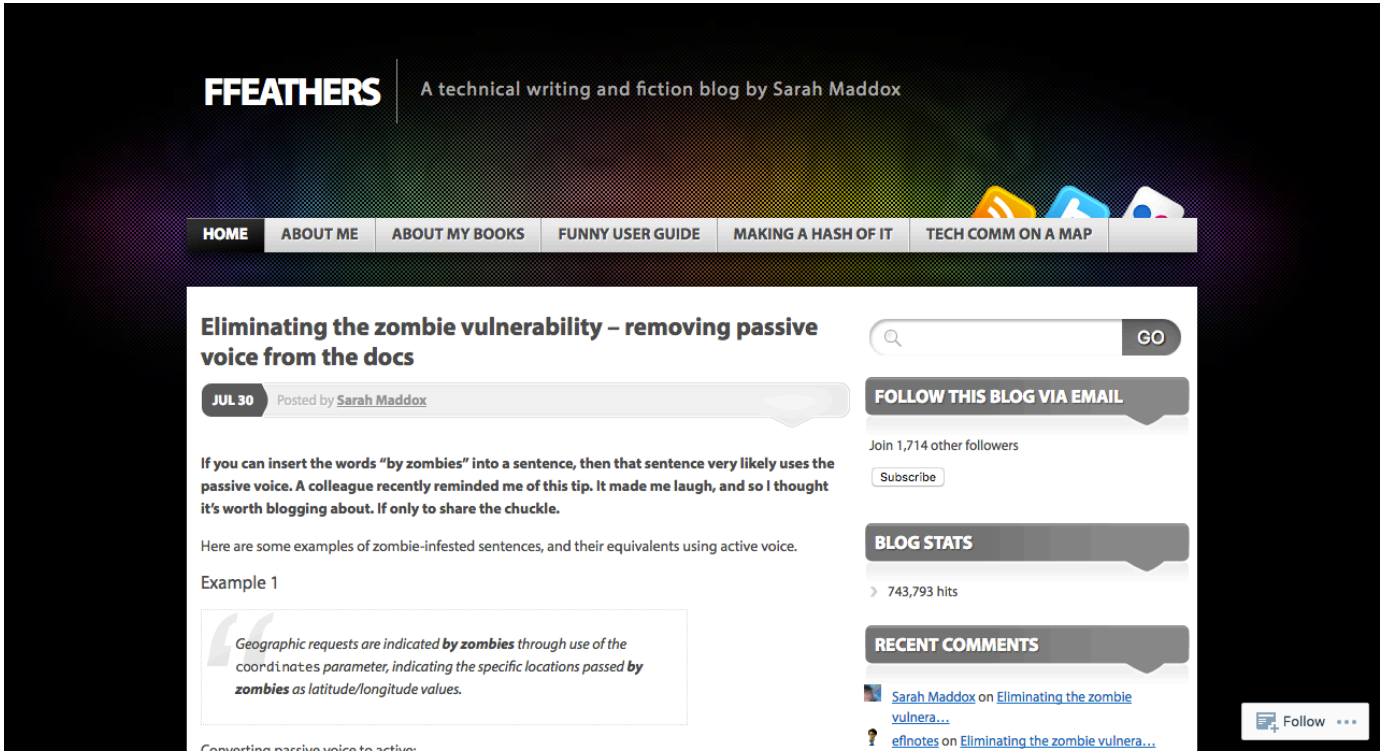
Learn How to Share it

Your associations:

Connections you make that initially seem unrelated on the surface.

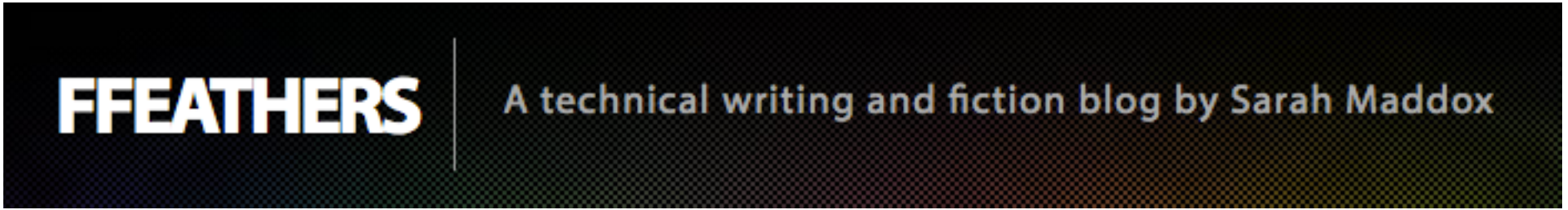
- Transitioned from Support to Documentation
- Your interests outside of technical communication

Sarah Maddox's *FFEATHERS*



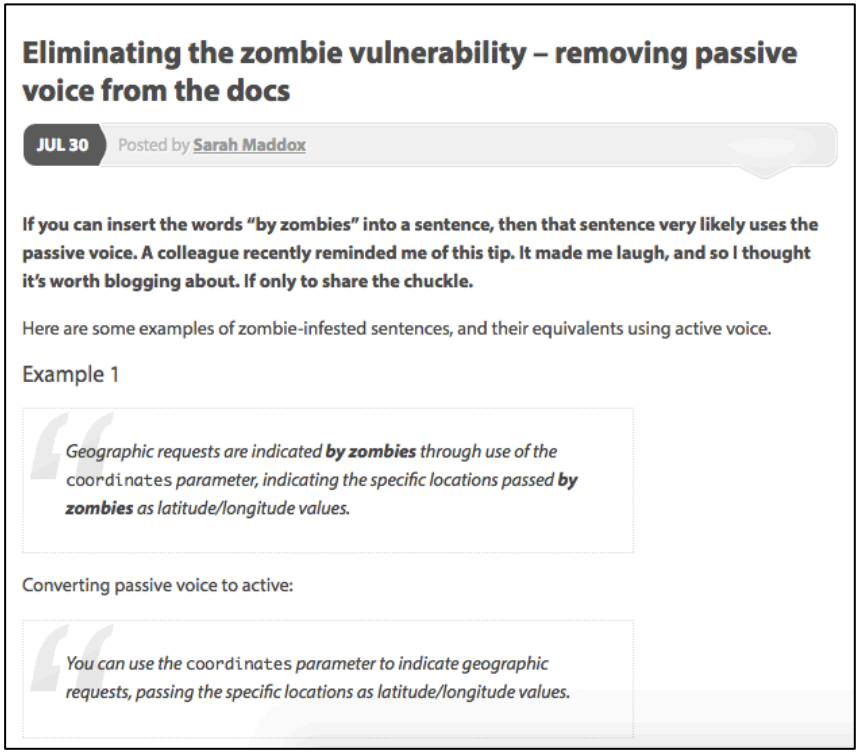
ffeathers.wordpress.com

Sarah Maddox's *FFEATHERS*



ffeathers.wordpress.com

Sarah Maddox's *FFEATHERS*



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.*

Converting passive voice to active:

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

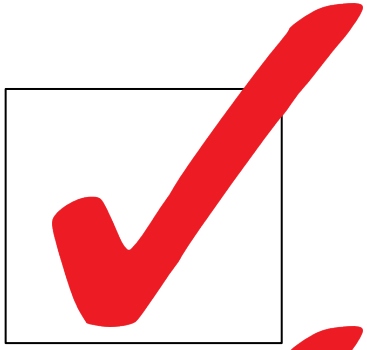
https://ffeathers.wordpress.com/2016/07/30/eliminating-the-zombie-vulnerability-removing-passive-voice-from-the-docs/

TRUST YOUR ASSOCIATIONS

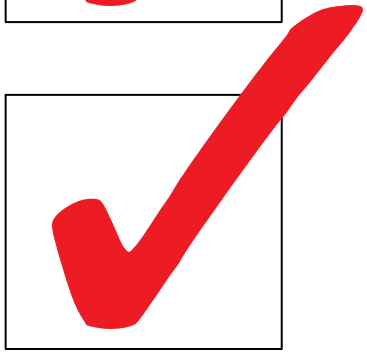
Learn How to Share it

Anne Lammot in *Bird by Bird*:

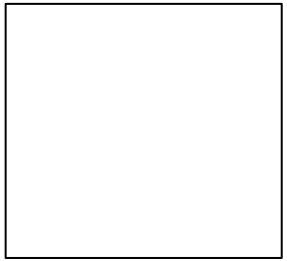
"Take the attitude that what you are thinking is valuable stuff, and then be naïve enough to get it all down on paper."



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.

Wordpress.com

Choose Where to Share it

Medium:

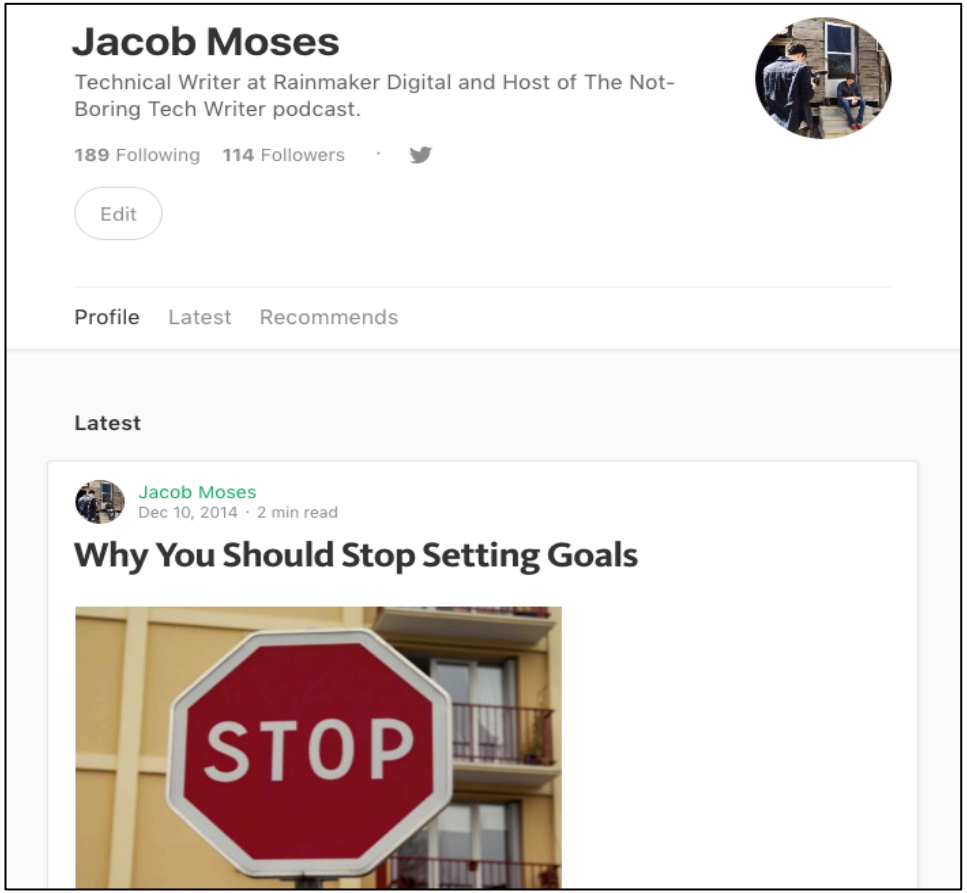
- The platform is free.
- Quick onboarding.
- Automatic updates.

Two options:

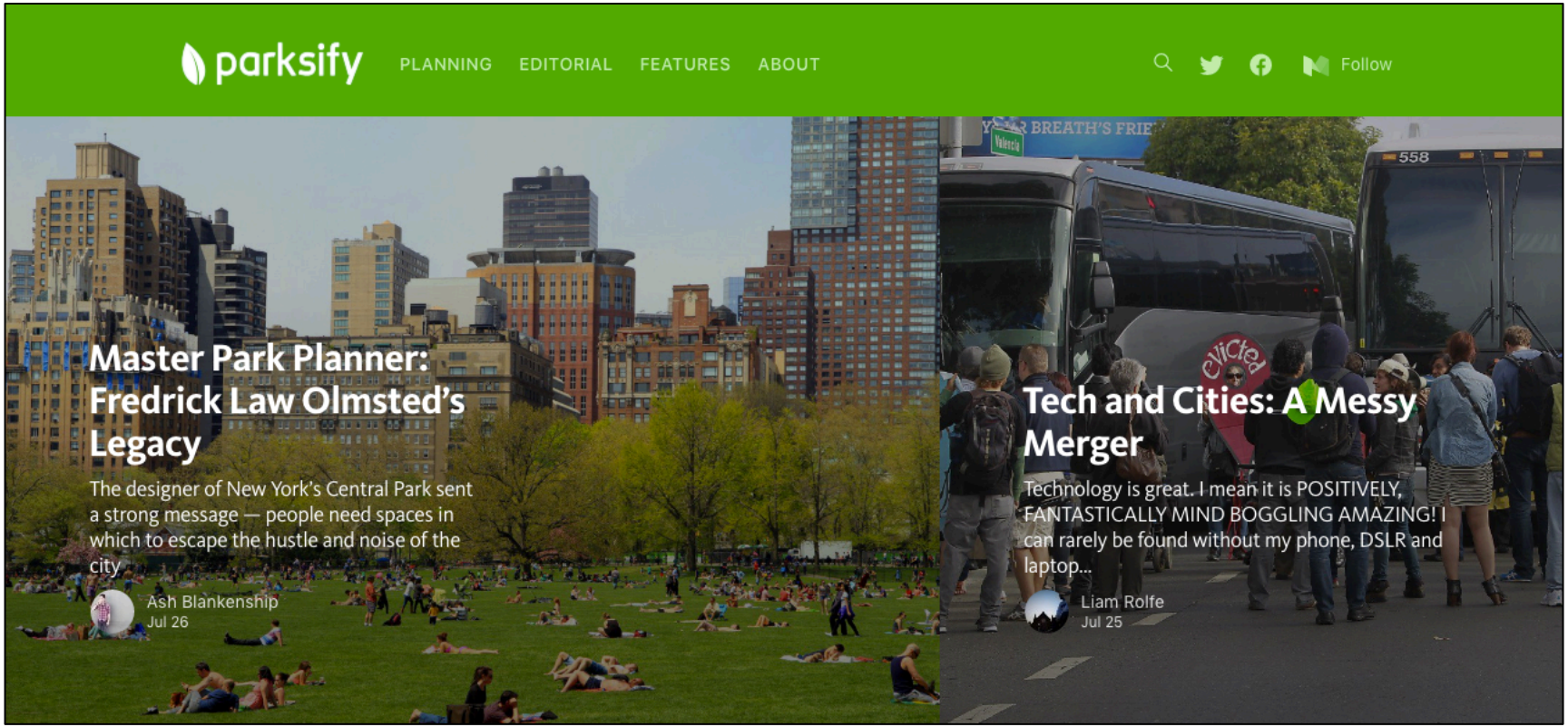
- Create a profile
- Create a publication

Medium.com

Profile: https://medium.com/@jacobscottmoses



Publication: https://parksify.com/



Medium

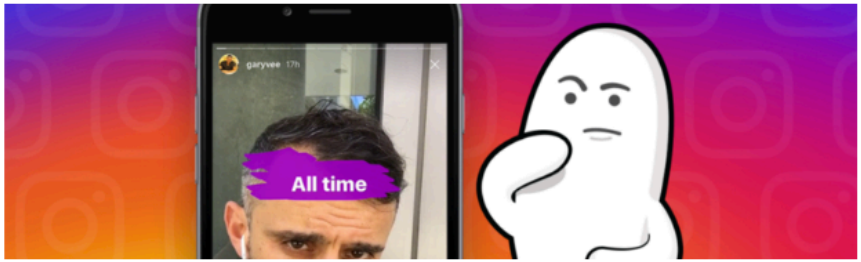
Write a story

For you | Editors' picks | Not just a game | Assassinations | Black women matter | ThinkProgress | Top stories | Bookmarks

Write here…

Recommended by The Wild Detectives and 1,132 others

Gary Vaynerchuk in The Mission
4 days ago · 4 min read



My Two Cents on Instagram Stories and the Evolution of Social Platform

Yesterday, Instagram, the...

Read more...

Editors' picks
Stories worth talking about.

Events I Submit to be Considered for the Olympics
Lauren Parker

Why Don't Your Friends Like You?
Alex Balk

Poem: Nobody Cares About Skeeter
Joanna C. Valente

Not just a game
When it comes to protecting gay athletes, the sports world still has a way to go.

Lust, guilt, and double standards — a gay guide to sport.
Gareth Johnson

The 'Gay Jesse Owens'
Cyd Zeigler

Medium.com

Choose Where to Share it

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

Rainmakerplatform.com

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

Choose Where to Share it

Email Newsletter:

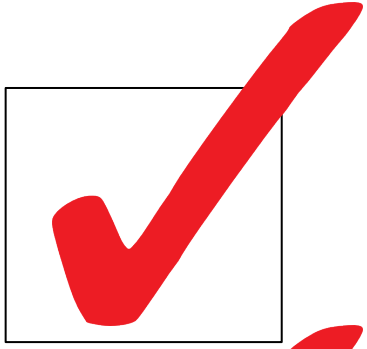
- MailChimp (free up to 2,000 subscribers and/or 12,000 emails a month).
- TinyLetter

MAKE YOUR PLATFORM YOUR COLLEAGUES PLATFORM.

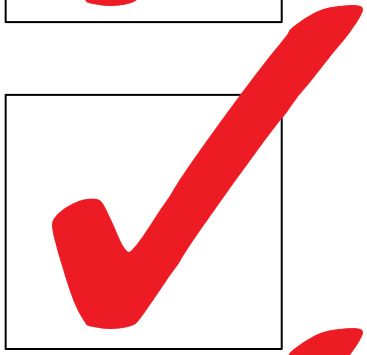
Choose Where to Share it

Find Your Colleagues:

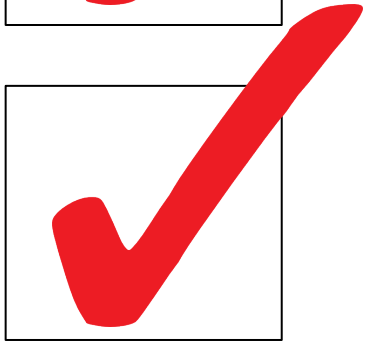
- Write the Docs Meetups
- Write the Docs Slack Channel
- Write the Docs Hashtag
- Tech Comm Hashtag



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."

Contact Me

Email: jacobscottmoses@gmail.com
Twitter: @jacobscottmoses
LinkedIn: Jacob Scott Moses
The Not-Boring Tech Writer

- THE -
NOT-BORING
- TECH WRITER -

madskills

TAKE ADVANTAGE OF CERTIFIED TRAINING

As a webinar attendee, receive **$100 OFF** your next advanced training course.

MadCap Flare Responsive HTML5
August 23-24, 2016 (web-based)

MadCap Flare Project Management/Team Authoring
August 25-26, 2016 (web-based)

For more details, click here or email sales@madcapsoftware.com

Note: Courses subject to change. Availability based on student registration. Certain restrictions apply; cannot be combined with any other offer or promotion. Not valid on courses already purchased.

madcap