

Follow those rules

Because the customer is not a technical specialist, you have to make clear for him or her what exactly was made and will be made in the simple, but fully comprehensive way. So just take care about the points below.

- Make the structure of the document consistent. First the title, then the table of contents, and then the main content.
- Make the title short, simple and precise so that the customer immediately gets what document it is.
- Make tables of contents with completed and planned tasks so that the customer immediately gets a clear understanding of the scope of work done and will be done.
- Make main content with detailed description of completed tasks so that customer immediately get accurate, unambiguous, and comprehensive understanding of each kind of work done.
- Use graphics, illustrations, and other visual materials to simplify and improve understanding of the processes.
- Use simple and plain language, without complicated technical terms, professional jargon, slang or jokes.
- Write in the one style like it was written by one person.
- Don't use superfluous information that does not apply to the customer.
- Don't use external links to third-party resources that may not be available on various occasions.
- Don't try to please but present important things that need attention.
- Don't hide problems, but do not make them the customer's faults; instead, it offers analysis and solutions to improve the business.
- Prepare it in advance and don't give it at the last moment so that the customer always has time to analyze, raise issues or make necessary decisions.
- Don't give it before invoicing so that the customer clearly understands the value we bring and what he pays us for.