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**Everything you  
know about  
technology  
copywriting is  
wrong.**

David McGuire

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Instinct #1:


**A bigger audience is better.**



## A GUIDE FOR PROJECT-BASED MANUFACTURERS AND SECRETS FOR SOFTWARE BUYERS

Ubiquity, Volume 2007 Issue November | BY [SANJAY KUMAR PAL](#) 



Full citation in the ACM Digital Library 

Most systems have their heritage in the Material Requirements Planning (MRP) philosophy developed in the 1960s. This concept utilized computer power to calculate time-phased material requirements. It later evolved into MRPII promoted by APICS and Ollie Wight during the 1980s, and further evolved to the Enterprise Resource Planning (ERP) systems available today.

The original premise of all of these systems is that material planning is the center of the universe. The typical manufacturing system was designed with an MRP process at the heart of the system. The emphasis of such systems is on standard bills and routings and standard costs.





# The GPS Week Number Rollover: how to tell if your receivers are affected

Published on January 9, 2018



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*Some GPS receivers may malfunction on or after 6 April 2019 due to the GPS Week Rollover. Here's what that means and how to check if a receiver is vulnerable.*

If your vehicles or equipment rely on GPS receivers, now is the time to check if they're affected by the GPS Week Number Rollover issue.



Rule #1:

**Target until it hurts.**



Instinct #2:

Our audience is **educated**;  
we need to use **big words**.



	<b>Overall</b>	<b>Less than Bachelor's</b>	<b>Bachelor's</b>	<b>Master's &amp; Doctoral</b>	<b>Juris Doctor</b>
Annoyed	41%	44%	42%	40%	34%
Bothered a little	19%	24%	14%	19%	15%
No influence	30%	23%	31%	30%	44%
Impressed	0.5%	2%	0%	0%	0%
Other	10%	9%	12%	11%	7%

*Source: "The Public Speaks: An Empirical Study of Legal Communication"  
Christopher R Trudeau, 2012*





Rule #2:

The **harder** the subject, the  
**simpler** the language.



Instinct #3:

We should be **consistent**  
with our **competitors.**



As technology providers, we are passionate about what we do, and are keen to help our clients.

We pride ourselves on our agile and personal approach to problem-solving, and are enthusiastic about creating something which gives impressive results to our clients.





## Passion & Commitment

It is the people enthusiastic about their work who continually drive our company forward. We are passionate about software development and realise this through our commitment to deliver the highest standards and best possible supplier experience to our Clients. We also learn foreign languages and invest our time in organising conferences.







## At Highstep, we are passionate about two things: software and you.

From design to development, we are here to deliver innovative, solution-focused technologies, for you and your business. We do our best work by treating clients like partners, immersing our experts in your field, and helping you manage your long-term project goals. Our culture of creativity and open communication helps you make the decisions that will make the difference.

Our team is not only committed to meeting your wants and needs, but we are striving to improve communities with technology. Our team volunteers and supports a variety of charitable organizations that work to create a local and global impact. Through our daily work and volunteer efforts, the team at Highstep keeps at its foundation an enthusiasm for using technology to solve problems.



We have fun and work hard

We are passionate about the work we do. We celebrate the team success together. We don't just do work to fill the time.





B2B technology copywriters

## Passionate

We are defined by a no-nonsense mentality and our dedication to clients. But most of all, we are passionate about what we do.





## ABOUT US

At iPipeline, we champion our strong partnerships with customers, partners and employees. We are dedicated to fostering open communication, innovation and a collaborative work environment. We are passionate about what we do and take pride in leading the information technology and services industry in providing web-based software tools that drive straight-through processing for the insurance and financial services markets on a global basis.





# Who We Are

We're purpose-driven people who want to be a part of something bigger than ourselves. We are passionate about helping people, and their companies, do things better. We believe we're on a journey together with our partners, focused on helping them achieve their biggest business goals, and delivering support and solutions that change their worlds for the better.





We love learning about people's early-stage ideas and working alongside them to make their dreams into reality - from that initial idea you have in the shower to proposal, from MVP to hosting, we are passionate about offering a complete service to our clients and supporting them in every stage of their product's life cycle.

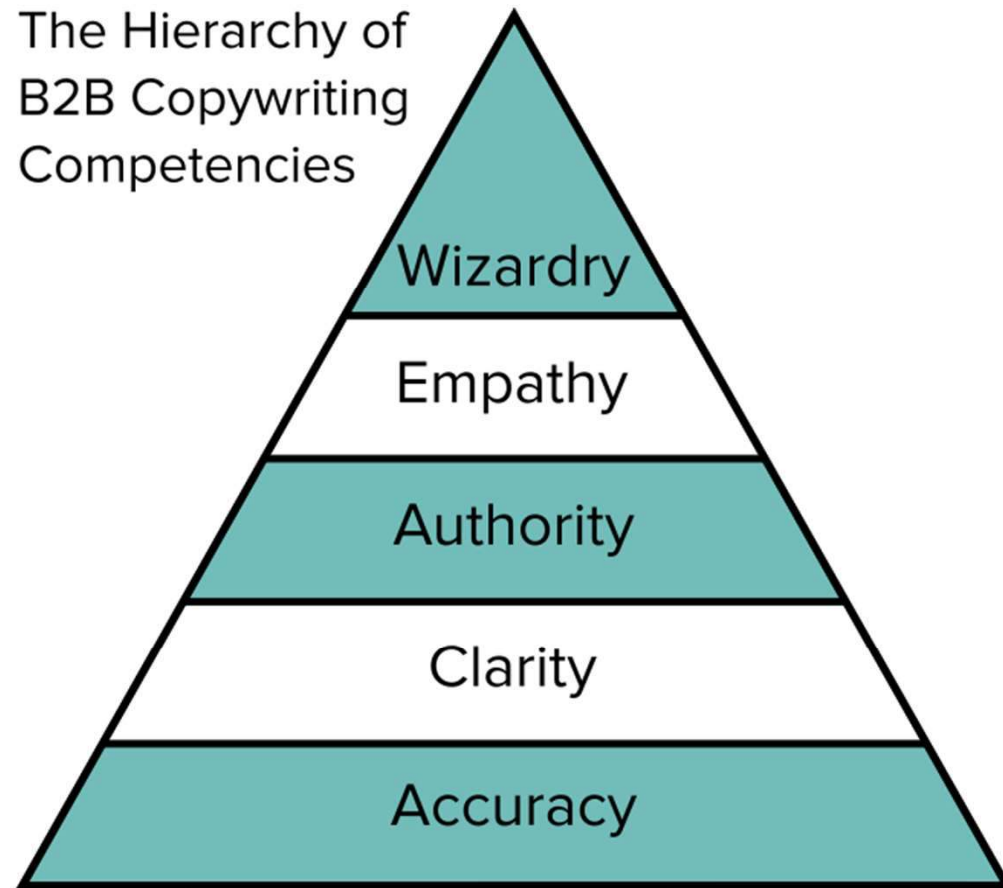


Rule #3:

Use **language** that shows  
what you're like to **work** with.



## The Hierarchy of B2B Copywriting Competencies







Let's chat...

**@mcguiredavid**



**(Pssst... we do a discount for  
Software Cornwall members)**



Thanks.

