

- **Fact sheets** offer basic data about the product or service in a straightforward, unadorned format, usually on a single $8\frac{1}{2} \times 11$ -inch page, sometimes using both sides of the page. Figure 21.11 displays a double-sided fact sheet that accompanies the expanded definition in Figures 20.7 and 20.8 (pages 459, 460). Even though this sheet contains a great deal of technical information, it is designed to be inviting and navigable: visuals are engaging and easy to interpret; paragraphs are concise and readable; headings provide a clear forecast of each section; and the most complex data is chunked into clearly labeled lists (Hilligoss 63).
- **Business letters** are the most personal type of marketing document. See, for example, how Tom Ewing's letter on page 68 creates a human connection with a potential customer.

(For an intimate look at technical marketing as a career, see Richard Larkin's report in Chapter 24.)

Checklist: Usability of Technical Descriptions

(Numbers in parentheses refer to first page of discussion.)

Content

- Does the title promise exactly what the description delivers? (466)
- Are the item's overall features described, as well as each part? (469)
- Is each part defined before it is discussed? (469)
- Is the function of each part explained? (469)
- Do visuals appear whenever they can provide clarification? (467)
- Will users be able to visualize the item? (463)
- Are any details missing, needless, or confusing for this audience? (466)
- Is the description ethically acceptable? (463)

Arrangement

- Does the description follow the clearest possible sequence? (467)
- Are relationships among the parts clearly explained? (470)

Style and Page Design

- Is the description sufficiently impartial? (463)
- Is the language informative and precise? (466)
- Is the level of technicality appropriate for the audience? (466)
- Is the description in plain English? (232)
- Is each sentence clear, concise, and fluent? (216)
- Is the description grammatical? (670)
- Is the page design inviting and accessible? (297)