


Dear Joseph,

WOW what a great year! A hot economy and massive profits for everyone. Don't we all wish... In truth it was a tough year, but now we're all in the planning and budgeting mode for 2010. Below is a snapshot of our guide that helps you quickly and easily plan all your instructional design, technical writing and marketing communication projects. [Click here](#) to download the entire [Estimating Guide](#).

A Guide to Estimating Writing Projects



Instructional Design

Project	Task Description	Time Estimate	Notes
Instructor-Led Training	Research, analysis, design and development.	Traditional estimate is 40 hours per 1 hour of training (40:1); Ratio can vary from 10:1 to 80:1	Consider amount of material, complexity of content, and learning methodologies, (e.g., lecture only, lecture with video, lecture with interactive simulations, case studies, etc.)
Web-Based Training (WBT)	Research, analysis, design and development.	150-250 hours per 1 hour of training (200:1)	Ratio can be as high as 400:1 depending on development tools, expertise of writer/developer, access to SME's, assessments, etc.
Webinar Training	Analyze the audience, determine topics to cover, collect and organize existing information to formulate the online presentation, ensure each attendee has the necessary software to participate.	8-10 hours per one hour of training. Varies significantly with content (8:1)	Usually a Webinar consists of existing presentation materials (PowerPoint slides, Excel spreadsheets, etc.) and one or more pre-planned demonstrations of working software.

CLICK HERE TO DOWNLOAD ENTIRE GUIDE

With this complimentary guide, you can:

- Easily plan all your instructional design and writing projects
- Set realistic expectations for project scheduling and tracking
- Assign reasonable, attainable deadlines for your developers and designers
- Make the most effective use of your designer's time
- Save the expense and hassle of overbooking designers, underestimating projects or even missing deadlines.

The next time you are in need of a **writer** or **instructional designer** we hope you will contact Writing Assistance, the leader in placing professional writers worldwide. We offer:

- Database of over 30,000 writers and designers
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- On- or off-site availability.

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