

Who is Dean Kyte?

Dean Kyte is a Melbourne writer who provides *Bespoke Document Tailoring* services to small business-people and individual entrepreneurs.

Dean specializes in delivering strategic written communication solutions for problems of high complexity that require superior verbal reasoning skills to solve.

Dean helps you to clarify and effectively communicate your ideas in writing, collaborating intimately with you to tailor documentation shaped precisely to your voice and needs.

His serene, gentle air belies an incisive mind. Both challenging critic and tactful diplomat, if it doesn't make sense on paper, Dean will tell you so and work with you until it does.

His bespoke approach to preparing complex strategic documents includes an integrated graphic design solution to complement your words.



Elegant business writing,
as simple as ABC.

Book your measure with
Dean Kyte today.



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Feel confident in your
presentation.

Bespoke Document Tailoring
for small businesspeople.



Supported by the New Enterprise Incentive Scheme,
an Australian Government initiative.

BESPOKE DOCUMENT TAILORING AND
ARTISANAL DESKTOP PUBLISHING SERVICES



As a small businessperson or individual entrepreneur, it's critical that you communicate your ideas effectively, but also elegantly, in writing.

Yet finding the right words and putting them in the best order to persuade prospective clients, investors or other stakeholders is not always easy.

In order to convince your readers, the content of your document needs to be strategically organized to appeal to *their* concerns so as to get your own met.

Who possesses the skills to listen empathetically to your ideas, anticipate your readers' concerns, and strategically organize your ideas in an elegant written communication solution which gets your readers saying Yes?

With his Bespoke Document Tailoring service, Dean Kyte provides intimately customized solutions to the written communication problems which small businesspeople and individual entrepreneurs face in telling their stories to staff, clients, investors and partners.

Bespoke Document Tailoring is about

the deep logical architecture of written language. It's the artful arrangement of words on the page in the construction of a convincing argument which unconsciously compels persuasion precisely because of the deep logical structure of your document.

The architecture of tailoring is like the logical architecture of writing: the function dictates the form, but the form must ultimately be elegant in its functionality.

Deep construction demands deep-level research. A wordsmith whose polished style elegantly conveys the substance of your ideas, Dean Kyte relieves you of the stress of analyzing and synthesizing large volumes of data into a sophisticated, persuasive argument.

Dean's ability to cut through complexity with precision, to find the core of your message and bring it to the fore with the right words in the right order, supporting it, complementing it, is like a tailor fashioning a suit designed to fit you alone.

And because it's bespoke, Dean collaborates intimately with you, providing expert counselling on *content strategy*: the logical structuring of your document to achieve maximal comprehension—including at the graphic design level.

Can Dean Kyte help your business?

The answer is Yes.

Dean Kyte performs commissioned writing and graphic design of short-form strategic documents including:

- ◆ *résumés*
- ◆ web content
- ◆ correspondence
- ◆ scripts for marketing videos
- ◆ posters, brochures and flyers
- ◆ speeches and presentations (including PowerPoint slideshows)

Dean also collaborates intimately with you to craft long-form, complex documents such as:

- ◆ case studies
- ◆ business plans
- ◆ investment proposals
- ◆ internal or external reports

Dean can assist you with deep-level research in preparing these documents, or perform research on your behalf.

He can also edit and proofread your existing business documents, providing critical appraisal on the effectiveness of your content strategy.