

**GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*TM, a menu-driven database system. The INTERNET address GSA *Advantage!*TM is: [http://https://www.gsaadvantage.gov/](https://www.gsaadvantage.gov/)

***Worldwide Federal Supply Schedule Contract for Prepared
Printed Instructional Material; Prepared Audio & Visual
Instructional Material, Multi-Media Program Kits; Instructor-Led
Training; Course Development; Test Administration***

**FSC Group: 69
Class: 6930**

SIN 27-400 — Instructor-Led Training
SIN 27-500 — Course Development; Test Administration

Contract Number: GS-02F-0069S

Current through Modification PO-0003 dated December 31, 2008.

Schedule Period: January 26, 2006 — January 25, 2011

For more information on ordering from Federal Supply Schedules click on the
FSS Schedules button at <http://www.fss.gsa.gov>.

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Size: Small Business

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Customer Information

1a. Awarded Special Item Numbers (SINs)

Michael R. McClory DBA/Write Smart, ABZ Communications (ABZ) has been awarded the following Special Item Numbers (SINs):

27-400 Instructor-Led Training
27-500 Course Development, Test Administration

The award prices shown below include the GSA 20% discount.

SIN	Description	GSA Price
<i>27-400</i>	<i>Instructor-Led Training</i>	
	Write Smart Workshop (6-hour/one-day program)	
	Group Rate for Classes of 5 to 25 participants	\$2,160/group
	Write Smart Plus (9-hour program)	
	For Classes: of 9 participants or less	\$2,560/group
	of 10 to 19 participants	\$256/per additional
	of 20 or more participants	\$248/per additional
	Writing That Works (24-hour program)	
	For Classes: of 9 participants or less	\$3,600/group
	of 10 to 19 participants	\$360/per additional
	of 20 or more participants	\$330/per additional
	Writing That Works: The Full Program (60-hour program)	
	For Classes: of 9 participants or less	\$7,120/group
	of 10 to 19 participants	\$712/per additional
	of 20 or more participants	\$700/per additional
	One-on-One Coaching/Writing (Distance Learning)	\$960
	One-on-One Coaching/Editing	

(Distance Learning)

\$960

27-500 Course Development, Test Administration

Technical writer/editor

Editorial Support

\$96/hour

1b. Identification of the lowest priced model number

Not applicable for the awarded SIN.

1.c Description of Instructor Led Training Offered

Write Smart Workshop

How do skilled professionals in the publishing industry apply the fundamentals of grammar, sentence structure, and punctuation to communicate clearly and concisely? Instead of sitting through a tiresome rehash of “rules and exceptions,” your staff will learn new and interesting ways to produce reader-friendly documents — and how to spot the grammar goofs that may undermine confidence in your organization’s credibility.

The one-day ***Write Smart*** program includes 6 hours of instruction plus the 240-page ***ABZs of Writing*** manual for each participant.

- Getting started.
- Getting to the point.
- Applying the “smart = simple” rule: how to deliver information in language that people can understand easily and respond to promptly.
- Relying on the sentence patterns that most professional writers and editors use most of the time.
- Understanding why strong action verbs will engage the reader, while cumbersome passive verbs may confuse the reader.
- Finding the right word: a review of the 100 most frequently misused words – *who* vs. *whom*, *which* vs. *that*, *affect* vs. *effect*, *ensure* vs. *insure*, *continual* vs. *continuous*, etc.
- Using consistent, time-tested punctuation techniques.
- Knowing when to use parallel construction.
- Sharpening writing and proofreading skills: playing the “Game of Grammatecture” to catch common errors that your computer’s spell-check and grammar-check will miss.

Write Smart Plus

The 9-hour **Write Smart Plus** program (three 3-hour classes) includes all of the areas covered in the 6-hour program — plus on-the-job writing assignments reviewed in each class and the latest edition of the 270-page **Write Smart** manual (along with six 60-minute CDs) for each participant.

- Getting started.
- Getting to the point.
- Applying the “smart = simple” rule: how to deliver information in language that people can understand easily and respond to promptly.
- Relying on the sentence patterns that most professional writers and editors use most of the time.
- Understanding why strong action verbs will engage the reader, while cumbersome passive verbs may confuse the reader.
- Finding the right word: a review of the 100 most frequently misused words – *who* vs. *whom*, *which* vs. *that*, *affect* vs. *effect*, *ensure* vs. *insure*, *continual* vs. *continuous*, etc.
- Using consistent, time-tested punctuation techniques.
- Knowing when to use parallel construction.
- Sharpening writing and proofreading skills: playing the “Game of GrammaTecture” to catch common errors that your computer’s spell-check and grammar-check will miss.
- Reviewing and editing job-related writing samples of participants in each class.

Writing That Works: Developing a Polished, Professional Style

Why is the typical magazine article interesting and easy to follow, while so many reports (letters, proposals, legal and technical documents, e-mail messages, etc.) tend to be tedious and muddled?

Get results: Letters that spark the reader’s interest, reports that command attention and earn respect, proposals that win approval, legal and technical documents that are easy to follow, e-mail messages that make perfect sense. In this lively, interactive program, participants will learn how to apply the techniques that America’s best professional writers and editors use to communicate clearly and get the job done — on time.

The **Writing That Works** program includes 24 hours of instruction (four 6-hour classes or six 4-hour classes), a daily review of on-the-job writing assignments, and the latest edition of the 270-page **Write Smart** manual (along with six 60-minute CDs) for each participant.

- Getting the reader’s attention.
- Holding the reader’s interest.
- Writing from the reader’s point of view.
- Cutting the message down to size: eliminating dull, rambling sentences that may confuse the reader.
- Acquiring professional writing habits: overcoming the tendency to indulge in long-winded explanations that will bore the reader.
- Understanding how to use the logic of the language to create smooth transitions.
- Saying what you mean in plain English – not stale jargon, not tired clichés.
- Avoiding ambiguous language that may lead to costly misunderstandings.
- Knowing when to use parallel construction.
- Communicating successfully with people at different levels within the organization.
- Mapping and bulleting – when to use, when to avoid.
- Coming up with strong introductions and solid conclusions.
- Thinking and writing clearly under pressure: short cuts to help you handle writing assignments quickly and professionally.
- Making every word count.

The **Writing That Works** program includes 24 hours of instruction (four 6-hour classes or six 4-hour classes), a daily review of on-the-job writing assignments, and the latest edition of the 270-page *Write Smart* manual (along with six 60-minute CDs) for each participant.

Writing That Works: The Full Program

The 60-hour **Full Program** provides all of the instruction and materials included in the 24-hour **Writing That Works** program — 24 hours of on-site instruction (four 6-hour classes or six 4-hour classes), a daily review of on-the-job writing assignments, and the latest edition of the 270-page *Write Smart* manual (along with six 60-minute CDs) for each participant — plus 36 hours of follow-up training, individualized instruction, and online editorial support.

- Getting the reader’s attention.
- Holding the reader’s interest.
- Writing from the reader’s point of view.
- Cutting the message down to size: eliminating dull, rambling sentences that may confuse the reader.
- Acquiring professional writing habits: overcoming the tendency to indulge in long-winded explanations that will bore the reader.
- Understanding how to use the logic of the language to create smooth transitions.

- Saying what you mean in plain English – not stale jargon, not tired clichés.
- Avoiding ambiguous language that may lead to costly misunderstandings.
- Knowing when to use parallel construction.
- Communicating successfully with people at different levels within the organization.
- Mapping and bulleting – when to use, when to avoid.
- Coming up with strong introductions and solid conclusions.
- Thinking and writing clearly under pressure: short cuts to help you handle writing assignments quickly and professionally.
- Making every word count.
- 36 hours of follow-up training, individualized instruction, and online editorial support.

One-on-One Coaching: Writing

Distance Learning. This program includes 10 hours of individualized instruction, the latest edition of the new ***Write Smart*** manual, and six 60-minute CDs — plus 5 writing assignments targeted to your specific needs.

One-on-One Coaching: Editing

Distance Learning. This program includes 10 hours of individualized instruction, the latest edition of the new ***Write Smart*** manual, and six 60-minute CDs — plus 5 editing assignments designed to increase speed and effectiveness.

1.d Description of Labor Position

Technical Writer/Editor

Minimum/General Experience:

At least 4 years of specific experience including at least 2 years in technical writing and 1 year of technical editing (experience may overlap)

Functional Responsibility:

Supervise the collecting and organizing information required for preparation of user's manuals, training materials, installation guides, proposals, and reports. Writes and edits functional descriptions, system specifications, user's manuals, special reports, or any other customer deliverables and documents.

Minimum Education:

High School Diploma, GED, or equivalent.

2. Maximum Order

The maximum order is \$1,000,000

3. Minimum Order

The minimum order limit is \$100.

4. Geographic Coverage (delivery area)

This contract is valid for all 48 contiguous states, Alaska, Hawaii, Puerto Rico, and the District of Columbia.

5. Point(s) of production (city, county, and State or foreign country)

Same as Contractor.

6. Discount From List Prices

Prices shown in this schedule are net; all discounts other than quantity discounts have been applied. Prices shown reflect the GSA 20% discount.

7. Quantity Discounts.

Quantity discounts offered are indicated in # 1 above.

8. Prompt Payment Terms

Net 30 days.

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold.

Government purchase cards are accepted for purchases up to the micro-purchase threshold.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold

Government purchase cards are accepted for purchases above the micro-purchase threshold.

10. Foreign items (list items by country of origin)

Not applicable.

11a. Time of delivery

For SIN 27-400 and SIN 27-500, dates will be agreed upon between the ordering agency and contractor.

11b. Expedited Delivery

Every effort will be made to accommodate expedited requirements. Please contact Michael R. McClory dba WriteSmart for more information.

11c. Overnight and 2-Day Delivery

Overnight and 2-day delivery are not available for SINs 27-400 and 27-500.

11d. Urgent Requirements

Every effort will be made to accommodate urgent requirements. Please contact Michael R. McClory dba WriteSmart for more information.

12. F.O.B. Point

Destination.

13a. Ordering Address

All orders should be directed to:

Michael R. McClory
Write Smart
3907 South Ninth Street
Arlington, VA 22204

13b. Ordering Procedures

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (www.fss.gsa.gov/schedules).

14. Payment Address

All payments should be directed to:

Michael R. McClory
Write Smart
3907 South Ninth Street
Arlington, VA 22204

15. Warranty Provision

Not applicable.

16. Export Packing

Not applicable.

17. Terms and Conditions of Government Purchase Card Acceptance

There are no conditions associated with the acceptance of the Government purchase card.

18. Terms and Conditions of Rental, Maintenance, and Repair

Not applicable.

19. Terms and Conditions of Installation

Not applicable.

20. Terms and Conditions of Repair Parts

Not applicable.

20a. Terms and Conditions for Any Other Services

Not applicable.

21 List of Service and Distribution Points

Not applicable.

22. List of participating Dealers

Not applicable.

23. Preventive Maintenance

Not applicable.

24a. Special Attributes Such as Environmental Attributes

Not applicable.

24b. Section 508 Compliance Information

Not applicable. The Electronic and Information Technology (EIT) standards can be found at: www.Section508.gov/.

25. Data Universal Number System (DUNS) Number

11-619-4184

26. Central Contractor Registration (CCR)

Registered in the Central Contractor Registration database — CAGE: Code 3YUC5.