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Writing & Research:

Research writing is a form of writing that uses evidence, analytics, products, services, to persuade or inform an audience. In research writing, emphasis is put on bringing together individual insights of a thorough investigation. It is a combination of comparisons, examinations, and contrasts. When writing, we follow three steps.

- **Thesis**
- **Evidence**
- **Citation**

How do we start?

The process of writing and creating content is not as linear and straightforward as many think. We generally start by creating an idea. As we progress, the idea is changed as we problem solve, reach milestones, and revise.

Our Writing Tiers:

- **Topic:** This stage includes discovering, narrowing, and focusing while simultaneously keeping audience target and idea in mind.
- **Planning & Scheduling:** Writing quality content is important and our main goal. We create a schedule to minimize unnecessary confusion, margin of error, and lack of communication.
- **Research:** When we are writing, we take into account your competitors. Your goal is to stand out, not blend in. Learning and understanding your competitors' audience allows us to write to them, pulling their attention to you.
- **Organizing:** Categorizing, sequencing, and documenting. We know your audience, your business, services, and/or product. Organizing everything will create seamless writing quality results
- **Draft:** We combine content with critical analysis resulting in a draft. In incorporate research and material along with the idea into writing.
- **Edit:** In our final tier, we finalize our writing process and send for approval. Depending on your research writing will determine the following steps. You check all aspects before finalizing.

Goal: Your goal is our goal. We start by learning everything we can before moving to the next tier. This allows us to create the best fitting content that aligns with your goals. Redinger Technologies guarantees unparalleled content.