April 22, 2013

Alan S. Pringle

Scriptorium Publishing Services, Inc.

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Dear Mr. Pringle:

My name is Edber J. Bailon and I find your book *Technical Writing 101* to be very informative. It has given me many ideas on how to get started with a technical writing project. The light humor included in some of the chapters helped me to remain interested on this somewhat dry subject. Your suggestions on how to get information from SMEs and developers while at times comical is something that I have seen in the work place. The importance you stressed of following outlines and time schedules has been something that should help many writers to keep such large projects on track.

However, there are a few parts I couldn’t agree with after reading *Too Big to Know* byDavid Weingerber. For example, one of the ways you suggest to approach developers is to ask them many questions at once instead of a one or two at a time. You also mentioned that we should reserve hard questions for them. My problem with this approach is the fear of causing information overload. Many people when bombarded with a lot of information tend to avoid thinking about the choices. According to a study mentioned in *Too Big to Know*, when shoppers where given too many choices about healthy foods they did not bother to pick the healthiest choices.

 If developers are given too many complex questions at once they may become overwhelmed and not give you the best answers. Instead, I would suggest asking a few complex questions or more questions of a simpler nature. I hope you will take into consideration my suggestion. I am looking forward to future editions of your book and how it improves with each subsequent release. If you would like to talk over the phone you may contact me at (347) 881-7943.

Sincerely,

Edber J. Bailon

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