

TextPRO Writing Services

Business Writing Services

Sekiu, Washington

www.textpro.biz



Denise Dunne DeVaney, owner of TextPRO Writing Services in Sekiu, Washington, believes that living in the country is the perfect training ground for those who dream of being self-employed. As she explains, “Life in a rural environment means that often there is no business nearby to solve your problems for you. You learn to be creative and innovative, just the qualities it takes to be a successful entrepreneur.” Denise is speaking from experience. When budget cuts ended her Peninsula College job as Distance Learning Coordinator at the Clallam Bay Corrections branch in 1999, she faced a tough choice. She and her husband could move out of the northwest coast community they

loved in search of new employment, or she could create a job for herself in a rural, economically challenged area. The trend toward business use of remote workers was just taking off at that time, and Denise was convinced she could deliver professional business services electronically. After retraining in Web design, she realized her skills lay more in written content than in design. In 2000, she focused on business writing and started her own company, TextPRO Writing Services.

One of the first challenges Denise faced was a lack of powerful Internet connectivity in her community. Internet service was available, but it was dial-up connection, which was slow. Since her business process involved a constant stream of phone and email correspondence between her office and her clients, she had a problem. Denise explains, “The documents I wrote would need to be reviewed by team members and reworked several times before we had a final copy. I found myself having to wait until late at night to email documents, because it might take an hour or more to upload. It was not a workable process for busy corporate clients.” Denise’s ISP was CenturyTel and she had worked with some of their technicians on a technology project earlier that year in the neighboring community of Forks. The goal of that project was to use technology options to help solve the economic challenges of rural communities. Denise went to her CenturyTel colleagues and said, “I’m a perfect example of what you’re trying to do. Please help me make my business work.” CenturyTel rose to the challenge and extended a local ISDN line out to her home-based office. The change was dramatic; with the right connectivity her productivity improved and her business became more competitive.

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- Denise Dunne DeVaney
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With her connectivity issue solved, TextPRO grew both in the number of clients served and the portfolio of services offered. In addition to Web and non-Web marketing, training and educational content, TextPRO provides product documentation, user guides and other technical writing services, as well as editing and research. In 2003, Denise became a certified technical writer, through an online program from Ohio University. TextPRO has collaborated with work teams on complex information projects for companies in New Jersey, Washington D.C. and the UK, and is a part of the burgeoning Web development network of professionals on the Olympic Peninsula.

Denise is a strong proponent of rural technology as a solution for communities that are transitioning from one economic base to another. Technology-based jobs are often portable; they are environmentally clean, and they are growing in numbers. Denise is certain that one way rural towns can grow and stay self-sufficient is to develop their own local technology-based employment. As she puts it, “There is a can-do spirit in small towns, whether it means repairing your own roof or creating your own income. That’s exactly the kind of determination and inventiveness that built the Web in the first place. Rural entrepreneurs are the natural next step for the new world of Web-based business opportunities.”