**Visualizing Document Automation: Five Steps For Success**

SEATTLE, WA — July 24, 2014 — Millions of information workers struggle through the intricacies and complexities of document assembly and automation, while millions more avoid the subject altogether. TheFormTool, LLC, will host a free one-hour presentation to help both the novice and the pro look at document automation with an expert’s eye. The presentation will demonstrate how to grasp the structure of a document, determine the types of information required, choose the best sources for each, and determine how to most efficiently gather the information, modify it as needed, and automatically place it within a document.

Scott Campbell, with nearly three decades of word processing experience and more than a million pages notched on his keyboard, will lead the presentation. He’ll discuss solutions ranging from cut & paste to mail merge to the newest software for building “intelligent” documents.

**The Five Steps to Elegant Document Automation**

Among the highlights of his fast paced webinar, Scott will describe in detail the five specific steps needed to expertly evaluate a document in order to:

1. Properly differentiate between the static and dynamic components of a document

2. Determine the best-fit type of data for each dynamic item: text, lists, conditions, calculations

3. Choose how the document should access the needed information: stored data, interview, choices, manual

4. Create an interface to collect the data for use within the document

5. Populate the finished document

“Our goal,” Mr. Campbell commented, “is to help everyone, no matter their experience or the tools they’re using, whether ours or someone else’s, or even if they’re not using any tools at all, to understand the strategies and thought processes experts use to assemble and automate documents.

“Recent studies show the payoff of getting this right can be huge,” he added, “on the order of 20% total office costs, so even one hour of training can really make a difference to almost every professional firm and company.”

How to Register

This free presentation will be held at 8:00 AM PT (1500 UT) July 31, 2014. Registration is available at <https://www4.gotomeeting.com/register/133337239>.

**About TheFormTool, LLC**

TheFormTool, LLC provides user-friendly software for creating intelligent documents easily and accurately. Its software is in use by thousands of firms in dozens of countries. The company offers the award-winning TheFormTool PRO for document assembly and the newly introduced Doxserá® for complex multi-document automation. [www.theformtool.com](http://www.theformtool.com).

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