

Bredemarket and Identity Firms

Offering 25+ years' identity industry expertise

- Biometrics and secure documents
- Government and enterprise

Providing marketing and writing services

- Case studies and white papers
- Proposal services
- Social media posts

Contact John E. Bredehoft

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Who are you?

There are various ways to ensure that a person is who he or she claims to be. Three of the most common “authentication factors” include:

- **Something you know.** This could be a password or a PIN.
- **Something you have.** This could be a driver’s license, an identification card, or a physical or virtual token.
- **Something you are.** This includes biometrics, such as fingerprints, faces, irises, voices, DNA, and behavioral biometrics.

Many companies provide identity products and services related to one or more of these authentication factors. And sometimes, they need help.

How can Bredemarket help identity firms?

Because of my extensive identity industry expertise, I can provide enhanced services to identity firms such as biometric and secure document providers. I have worked with multiple biometric modalities (friction ridge, face, iris, voice, DNA) for customers in multiple countries at the national, state/provincial/regional, and local levels for both government and enterprise clients, and have also worked with secure document providers.

Here are a few examples of services that I have provided to identity firms.

- **Proposal writing:** Created five proposal letter templates to let a biometric firm’s sales staff propose two products to five separate markets. After completing the first three templates, I received this unsolicited testimonial:

“I just wanted to truly say thank you for putting these templates together. I worked on this...last week and it was extremely simple to use and I thought really provided a professional advantage and tool to give the customer....TRULY THANK YOU!”

- **Proposal analyzing:** Monitored the social media activity of a biometric firm's competition, and created responsive proposal text to position the firm against its competition.
- **Proposal editing:** Assisted a biometric firm in the final stages of an RFP response, editing its proposal both before and after its Gold Team review.
- **Strategic marketing:** Updated customer counts and technical data for a secure document firm.
- **Online marketing:** Analyzed a biometric website and its social media channels, looking for broken links, outdated information, synchronization errors, and other problems, and provided a report to the firm upon completion.
- **Online writing:** Interviewed customers and wrote case study text for a biometric firm. Wrote blog post text for another biometric firm.

Bredemarket uses a collaborative process with its clients to ensure that the final written product communicates the client's desired message. Often the client provides specific feedback at certain stages of the process to ensure that the messaging is on track. I combine the client's desires with my communications expertise to create a final written product that pleases both of us.

Depending upon your needs, I can consult for you on an hourly basis for extended engagements or large projects, or I can offer you one of my small project packages such as my [Bredemarket 400 Short Writing Service](#) or my [Bredemarket 2800 Medium Writing Service](#).

If you are an identity firm that needs my services, [contact me](#).



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