*You’re great at what you do. You need to focus on running your business and doing what you do best. Then, hire a professional to fill in the gaps. Even if you write well, you can benefit from having a professional editor or proofreader help you make it better. This is one example of what an editor goes through to make you look good.*

Editor sends Client this.



Editor does this…

Client sends Editor this…

*How does she do that? Editing is all about consistency. Here’s a partial list of all the things she’s going to check as she goes through your document, in addition to the usual spelling, grammar, and punctuation.*

* Page numbers are correct and consistently formatted
* Headings, subheads, and running heads are consistent
* Quotation marks and parentheses are paired
* Hyphens and dashes are used correctly and are consistent
* Numbers are treated consistently (spelled out or numerals)
* Capitalization and spelling of proper names, and light fact check
* Verify hyperlinks are active and correct
* Paragraph indents and formatting are consistent
* Typography is correct and consistent (font, size, bold, italic, etc.)
* Language is appropriate to your audience
* Run standard spell check and grammar check
* Search for and correct frequently misused and misspelled words (they’re, their, there)
* Identify repeated or contradictory information
* And most important, check **readability**. Will your intended audience be able to effortlessly understand your message?

*Feel free to contact me if you have any questions. - Mo*