



Editorial Services

- Write and edit content for a variety of communications tools
 - Brochures / Fact Sheets
 - Case Studies / White Papers
 - Company Profiles / Capabilities Overviews
 - Thought Leadership Points of View
 - Corporate Magazines / Newsletters / Articles
 - E-mail / Direct Mail Campaigns
 - E-Learning
 - Video Scripts / Speeches
 - RFPs / Proposals / Presentations
 - Employee / C-level / Client-Facing Communications
 - Ads / Advertorials
 - Web Sites
 - Annual Reports
 - Corporate Identity Guidelines / Sales Manuals
- Edit/proofread copy with an understanding of the nuances of each product and its purpose
 - Tweak client materials into clear, direct copy while maintaining original integrity
 - Read from first draft to pre-publication cold read for accuracy, targeted messaging, voice, flow, style, format, consistency, punctuation, grammar, spelling, typos, typesetting, clarity, and readability
 - Check facts and data
 - Wordsmith and restructure text for best content / message delivery
 - Review graphic design for visual identity and integration with copy
 - Ensure copy is in line with selected style manual and corporate identity
 - Vet communications materials for brand compliance
 - Proofread meticulously to deliver error-free content
- Editorial management provides oversight of content development
 - Coordinate iterative editorial review process, ensuring version control
 - Manage document files from concept to publishing
 - Experienced in AP, NY Times, and Chicago style



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Messaging with a PointSM Editorial Services Terms Defined

Technical editing (includes proofreading) focuses on correcting misspellings, problems with subject-verb agreement, incorrect verb tense, unnecessary or missing commas, unmarked em- and en-dashes, dangling or misplaced modifiers, the use of that vs. which, problems with pronoun-antecedent agreement, misused words, split or fused sentences, sentence fragments, incorrect parallel construction, overuse of clichés, figures that don't total in charts and tables, incorrect dates, and omitted or repeated words.

Style editing focuses on standardizing content according to the style used by the client. This includes standardizing words in heads, titles in bibliographies, use of single or double quote marks, serial commas, numbers, acronyms, compound words, extracts, italics, note numbers, documentation style, references style, and illustrations. Selected from *NY Times Manual of Style*, *AP Stylebook* or *Chicago Manual of Style*.

Correlation editing focuses on checking related parts of the manuscript against each other including checking cross-references to pages, tables or charts, maps, captions, endnotes, subheads, as well as checking all citations in the text with those in the references, and all titles and authors with those in the table of contents.

Substantive (content) or line editing focuses on ensuring that the writing is clear, and means what the author intended, telling a story with copy that flows, improving logic, addressing structural and organizational problems, replacing passive voice with active voice, varying unintentionally repeated verbs, adding dashes or parentheses to clarify subordinate material, reducing strings of single or compound adjectives, replacing indefinite pronouns with clear noun subjects, defining special terms on first reference, cutting wordy sentences, improving awkward phrasing, adding transitions to improve flow, deleting irrelevant material or putting it in the footnotes, moving incorrectly placed paragraphs, deleting repeated content, providing subheads, cutting excessively long footnotes, lengthening or shortening titles for clarity, suggesting additional illustrations, noting the absence of an introduction or conclusion, ensuring titles match content, identifying where the argument needs to be strengthened.



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