



**HANSON WRITING & EDITING**

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*Professional editorial services  
for every client*

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## WORKING WITH A FREELANCE EDITOR

### *Professional editing . . .*

- Orders and clarifies text, bridging the writer's desire for expression and the reader's need to understand
- Deals with four primary areas:
  - 1) *Organization*: A clear and convincing presentation of one central idea developed by supporting points and concrete examples
  - 2) *Language*: Concise expression in a consistent "voice" that the reader "hears" while reading, no matter how technical or informal the subject
  - 3) *Style*: Consistent terminology and correct grammar, punctuation, etc.
  - 4) *Formatting*: Consistent titles, headings, margins, fonts
- Can include liaison work between the author and a designer or printer (creating a camera-ready PDF, proofreading layouts, and reviewing printers' proofs)
- Increases the authority of your company's brand, Web page, and promotional materials. (Poorly written copy diminishes their effectiveness, no matter how attractive the graphic design elements.)

### *An experienced contract editor . . .*

- Acts as a cost-effective adjunct staff member or employee
- Is an educated lay reader for general *and* specialized text
- Offers a fresh perspective and a new pair of eyes to catch errors in logic and mechanics
- Will lower graphic design and printing costs by reducing the need for revisions
- Ensures polished final documents for reproduction, Web-site posting, or publication

### *Special Tips*

- Create a "final," complete draft by revising your own work before giving it to an editor for a quote or for editing.
- Bring an editor into a project as *early* as possible. Trying to save money by hiring an editor late in the production process leads to costly design and typesetting fixes.
- Expect to pay for a partial editing sample (most editors provide free consultations and quotes).
- Be sure both parties sign a written agreement with all services spelled out (scope of work, final format, delivery date, payment schedule, etc.).
- Avoid editors who charge exorbitant fees or very low fees – either extreme raises a red flag. Reputable editors charge fair prices for their work, frequently negotiating discounts for large jobs.
- If you are contracting for a book project, be wary of editors who prey on aspiring authors (especially online "editing agencies" that advertise book doctors vowing to make your work publishable – an impossible pledge in today's competitive market).