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Cowriterpro Editorial Services
cowriterpro.com

EDITING DEFINITIONS AND CHECKLIST

How early in the process should you contact a cowriter or editor?

As early as possible—as soon as you have a first draft or when you are stuck writing your first draft. Editing for a book can take months rather than weeks—especially if you are looking to optimize the content.

Definitions

What is a cowriter?

- A cowriter can help you evaluate your outline and help you make sure that your book is complete
- A cowriter can also help you evaluate your title and subtitle, which need to be weaved throughout your book
- A cowriter can interview you if you don't have time to write but you just want to share your ideas and talk.

What is an editor?

- An editor shapes an existing article or manuscript so that it is ready for publication. There are several types of editors:
 - Content editors (they make your material compelling and relevant),
 - Subject matter editors (financial, medical, theology, etc.),
 - Technical editors (technology, trade or industry specific)
 - Copy editors (grammar experts and word choice gurus!)

What is a proofreader?

- A proofreader typically looks for spelling mistakes that spell check doesn't fix, and for character mistakes like a missing period or extra space. They check for correct subject verb agreement, and like copy editors, they are grammar experts. However, because they don't evaluate content at all. They are looking for mistakes only. They don't change words unless it is absolutely necessary.

Review the chart with questions, answers and comments to determine what editing services you may need. Your credibility is on the line as an author once your book is printed, so put your best foot forward!

Question	Answer	Comments
1) Are you looking for objective evaluation of your work?	Yes.	You want content evaluation and content editing.
2) Are you satisfied with the content as is, and you don't want any opinions or comments about it?	Yes.	Perhaps you need to reevaluate your preconceived notions , because any writer or editor needs feedback! If you haven't run your work by anyone (at least two other people), perhaps you aren't doing your due diligence to make sure that your work makes sense to others beside you. Other opinions will strengthen your work. If you disagree with them, you don't have to integrate them, but if you hear two of the same comments from different people, it may be wise to listen.
3) Would you like to make sure your work is appropriate for an intended audience	Yes.	You need a content editor who can identify with your target audience.
4) Is your work for leaders of a technical or highly specialized industry?	Yes.	You may need a technical or subject matter editor.
5) Is your work help introduce people to a field that you are an expert in?	Yes.	You will want a content editor who is not in the field of your subject matter to ensure that your content is clear to someone who isn't immersed in your field.
6) Have you had friends or colleagues evaluate your work	Yes.	You may or may not want a professional content editor. It depends how professional you want your piece to be. Keep in mind that friends or colleagues may or may not be honest with you. Professional content editors are trained to make writing clear, concise and compelling.
7) Have you had several people who have some background in content evaluation professionally, as well as grammar experts review your work?	Yes.	You may only need copy editing and proofreading. A professional copyeditor will make your style consistent, and ensure that your words as clear as possible. They don't do much to change the content, so they won't make sure your work is compelling.
8) How many "reads" are necessary?	It depends.	Most editors feel most comfortable with three to four reads before a printer's proof. But it really depends on how much work is necessary on your piece to make it publishable quality.

<p>9) How much will editing cost?</p>	<p>It depends.</p>	<p>This question is like saying how much is a car. It varies so greatly on the quality you are looking for. Estimates vary greatly depending on the quality of the piece and types of editing that are recommended.</p> <p>You can get an idea of cost per read from the following chart made by the Editorial Freelance Association http://the-efa.org/res/rates.php</p>
<p>10) How long does editing take?</p>	<p>It depends.</p>	<p>If you need help developing and evaluating content, I would say about 90 to 120 days.</p> <p>If you are ready for copyediting and proofing, allow 60 days.</p> <p>But always ask the editor to provide you a project timeline at the beginning of the project.</p> <p>Decide upfront if you are going to do your best in a set timeframe, or if you are going to get it right and allow extra time if necessary.</p>

For a free ½ hour phone consultation and an estimate for a particular project, please email loralpepoon@gmail.com, and use the word Ba6 Marking podcast in the subject line.