

Why use an editor?

What editors do

Whether your words are printed, projected, uploaded or downloaded, a professional editor can work with you to:

- make your message clear
- reach your intended audience
- shape and direct your ideas
- structure your work so it flows
- perfect your grammar and syntax
- polish your language
- check for consistency, e.g. style, voice, tense, and create a style sheet

as well as to ...

- meet deadlines and meet your budget.

They may also ...

- advise on and/or deal with copyright
- familiarise you with publishing options
- research your project
- manage your project
- coordinate authors, designers, programmers, artists, photographers, marketers and printers
- advise on or assist with formatting and design
- advise on a marketing strategy.

Five reasons to use a professional editor

Vision

Is your message clear and concise? Editors are expert at helping you say what you really mean.

Guidance

Is your work ready to be published? Editors often act as first reader, advising writers on how to polish their manuscripts.

Presentation

Do your words leap out at the reader? Editors work with designers to present your message with maximum impact.

Management

How much planning does your project need? Professional editors can help coordinate your publishing.

Time and money

Will you meet your deadline and budget? Professional editors reduce your workload and can save you money.

What the writers say

Editing brings fresh eyes and new questions at a time when an author's objectivity has necessarily been lost. Every novel of mine emerges from the editing process feeling more like the novel I had meant to write in the first place.

—**Nick Earls**, best-selling novelist

As an engineering consulting firm, we analyse issues on a commercial or technical basis, but relay the information to a different audience of managers, the public or special interest

groups. The solutions to getting the writing 'right' don't come from managers or peers – they come from editors.

—**Tim Gilroy**, Senior Mechanical Engineer, Parsons Brinckerhoff

You do need someone to tell you that you can't do any more to it, that you need to stop. The nearer you get to the end the less you know about the book, and the more they know ... editors are priceless."

—**Don Watson**, best-selling author

For me, the editor's work is my insurance that publications read well and correctly. I like it best when the edits mainly consist of different ways of doing things that I can learn from.

—**Pam Brennan**, Manager, Testing Operations, Queensland Studies Authority

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