

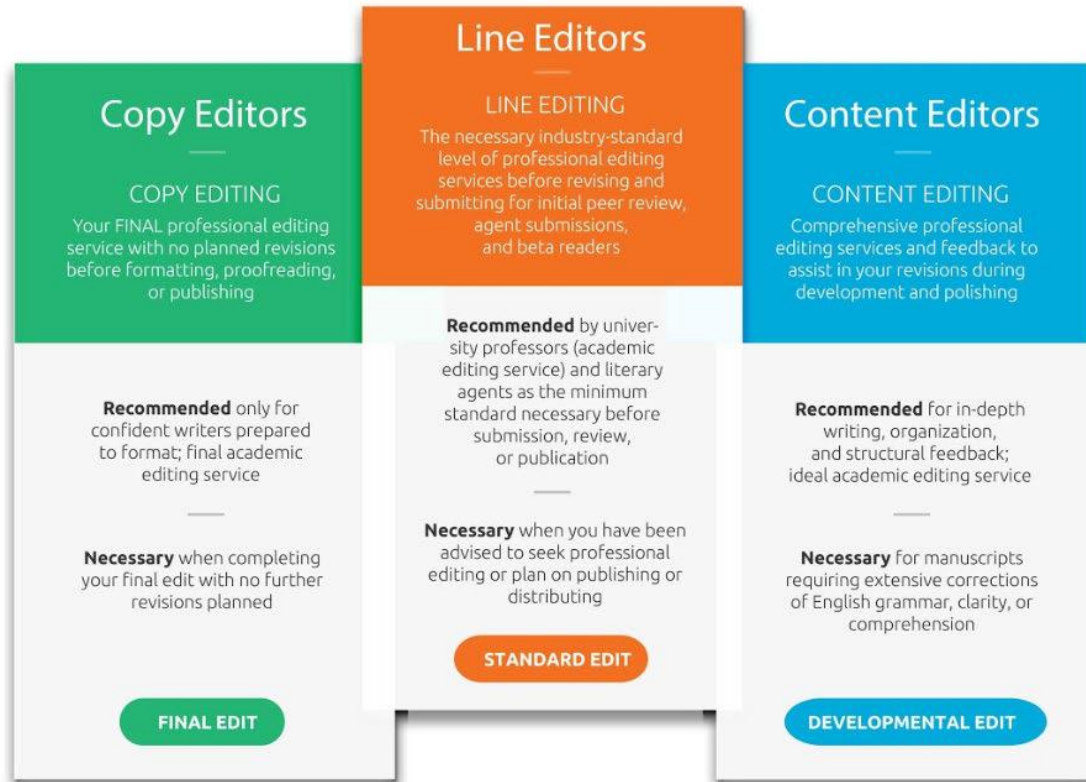


Do You Need Content Editing?

Find out before you hire an editor.

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We have a wide range of packages that will suit your needs.



When do I need a content editor?

- ✓ Creative phase of writing and research
- ✓ Developmental work
- ✓ Structural development
- ✓ Substantive edit

What is --- Content Editing?

What is Content Editing?

Ideal choice for
completing your
manuscript's **first draft**.

- ✓ Honest feedback
- ✓ Neutral critique
- ✓ Professional guidance

What is Content Editing?

Recommended for:

- ✓ First-time authors
- ✓ Non-native English writers
- ✓ Comprehensive evaluations:
 - Academic – fully substantiated proposal with proper citations
 - Non-fiction – clear message & purpose of writing
 - Fiction – cohesive plot and character development

When is Content Editing NECESSARY?

When is Content Editing Necessary?

Necessary for manuscripts requiring extensive corrections of English grammar, clarity, or comprehension.

Content editing
is the **MOST** comprehensive
editing available.

What does
comprehensive
mean?

Premium Content Editing Services includes:

- ✓ Copy Editing and Line Editing
Correcting spelling, grammar, and punctuation
- ✓ Ensuring consistency in your writing, word choices, style, and compositional spacing
- ✓ Eliminating jargon and repetition

What does
comprehensive
mean?

Premium Content Editing Services includes:

- ✓ Revising inappropriate verb tenses
- ✓ Checking for subject-verb agreement
- ✓ Inserting transitional phrasing
- ✓ Evaluating the continuity/flow of your thoughts
- ✓ Ensuring support of statements

What does
comprehensive
mean?

Premium Content Editing Services includes:

- ✓ Providing correct formatting of citations/references, and footnotes according to industry style guide formatting
- ✓ Providing critical assessment and feedback of your manuscript throughout your document's comments section

Content Editors

We analyze the big picture of your overall presentation.

What does **Content Editing** Look like?

Fiction

A Sample of Level 3 – Premium CONTENT EDITING for Fiction

Danny had no idea what Skyla did after they left the park. In fact, he hardly knew anything about her.

He knew she was always at the park on Fridays.

He knew she loved the Yankees and her baseball bat.

He knew they were friends.

And that was it. Honestly, how could he even call himself her friend?

There was also a dash of guilt mixed in with his conflicted emotions. He'd always assumed that Skyla went home after the three of them left the park, or that her parents picked her up, but he didn't know that for certain. He pictured Skyla walking home by herself on the dark streets of Grand Junction, completely exposed to the vilest of creatures – strangers.

After escorting Ruby back to their apartment building, Danny told her that he had forgotten something at the playground and he would meet her later for movie night. Ruby didn't put up any fuss and quickly went upstairs.

here, as it is implied from the context (ie., they only meet on Fridays).

Commented [J2]: Since she's been identified and is the only female in the "scene," I would recommend using the pronoun here.

Deleted: on Friday... In fact, he hardly knew anything about Skyla ...

Deleted: on

Commented [J3]: As originally written, this line seemed slightly redundant, so I've tightened it up

Commented [J4]: I've added this because this contradicts the third thing he knows about her (that they're friends).

Deleted: after that short list, he could honestly admit that he knew nothing about her

Commented [J5]: "With such a pathetic display" is awkwardly phrased here and doesn't seem necessary—as it can readily be inferred that the reason he's asking himself ...

Deleted: H

Deleted: with such a pathetic display

Deleted: touch ...ash of guilt dashed ...

Commented [J6]: As originally written, this was a mixe ...

Deleted: ... or that her parents picked her up, but he didn' ...

Commented [J7]: To keep things simple, I would ...

Deleted: "... something"... at the playground and they ...

Fiction

Your Editor's Professional Feedback and Recommendations:

This is a solid transition sequence between the opening setup introducing the main characters and their relationships and the first major story turn, where the narrative kicks into high gear and there's no turning back for Danny. One of the reasons that it is successful is that you've grounded it in his internal conflict over how he's acted towards Skylar. His desire to find out what is going on with her is palpable, and it builds throughout (eventually coming to a head in the next scene).

One small narrative suggestion to this sequence would be to have Ruby give Danny some resistance when he tells her he has to go back to the park—maybe she doesn't buy his excuse or she wants to come along and he has to convince

Non-Fiction

Sample of Level 3 – Premium CONTENT EDITING for Nonfiction

#2 – What's your plan?

A mission statement without a plan of action is like one of those birthday balloons; it may look nice, but it's basically useless. It's just hot air that will soon lose its usefulness and be forgotten. A specific plan of action **must** be devised to accommodate the mission statement if success is the goal.

I recommend the following to get started:

- Fill your house with good books and all manner of interesting reading materials; newspapers, magazines, poetry books, periodicals, catalogues,

Commented [J1]: I would recommend using the en das ...

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Commented [J2]: The "second" is probably not necessa ...

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Commented [J3]: Colon rather than a semicolon when ...

Commented [J4]: Comma and conjunction to join ...

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Deleted: ...A specific plan of action must be devised to ...

Commented [J5]: Rather than extra spacing, to ensure ...

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Deleted: ;...newspapers, magazines, poetry books, ...

Commented [J6]: I would highly recommend using the ...

Commented [J7]: This seems more appropriately place ...

Deleted:

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Non-Fiction

devices like Kindles and Nooks, which provide immediate access to an exhaustive variety of reading content.

- Model expected behavior. Model expected behavior. Model expected behavior.

Commented [J18]: This seems a little vague. You might consider providing an example here for the reader of what you mean.

Your Editor's Professional Feedback and Recommendations:

The organization of your subsection is tight and effective. Opening with the balloon metaphor grabs your readers' attention and gives them a nice hook on which to hang your bullet points. In the body of the subsection, most of the action steps are clear and easy to follow. One or two, however, could use some fleshing out with an example. I've also rearranged some of the points to make them more focused.

Academic

A Sample of Level 3 – Premium CONTENT EDITING for Academic Research

Various vistas exist in the innovation research literature (e.g., Pavitt, 1984; Schumpeter, 1939; Tidd et al., 1977), defining innovation as a process through which innovations are transformed into commercial products and processes. In amplifying this body of theoretical research, Freeman (1974) postulated that innovation is a process comprising of technical design, manufacturing, management, and commercialisation of new or improved products. Rogers (1962, 1995, 2003) commenced the epoch of innovation proliferation by defining diffusion as the process by which an innovation is communicated

Commented [N1]: More fluid

Commented [N2]: Here, authors are not part of the sentence, so the citations are presented in parentheses

Deleted: In the innovation research literature ...v

Deleted: ,

Deleted: Schumpeter (1939), ...avitt, (...984;)

Commented [N3]: In most style guides, sources cited in the same parentheses are ordered alphabetically

Deleted: and ...idd et....al., (...977), defining innovation in means ...s a process encompassing the development of...through which ...nnovations are transformed into commercial products and processes. Freeman (1974) ...i... amplifying this body of theoretical researchy

Commented [N4]: This is more accurate, as researchers contribute to their field of study by creating or augmenting existing theories and findings.

Commented [N5]: In most style guides, references to extant studies are made in past tense

Deleted: s

Academic

economy provides a novel framework for handling the customer-innovator interaction. Nevertheless, further research on the topic of *customer-innovator interaction*, as well as the feedback loop of the *chain-link model*, is needed to elucidate the micro-level characteristics of activities. Even though the chain-interactive innovation model is presently in use, limited empirical data exist to confirm the validity of this concept. Particularly, it would be beneficial to explain the interactive mechanism between a customer and an innovator of *radical innovations* through positive and negative feedback loops and elucidate concrete characteristics of activities of the *chain-link model* within and between subsystems, focusing on the technology-push hypothesis.

Deleted: (Caraça, Ferreira, Mendonça, 2007)

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Deleted: of technological innovation

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Commented [N10]: This is out of context. When revising extant literature references to specific thesis sections should not be made here. I would advise removing this section completely, but have revised it based on the content presented in this excerpt. (Please note that further changes will likely be made when the full text is available for review and I know more about your study and its aims)

Commented [N11]: This is again out of context here. so I

Content Editing is also called:

- ✓ Developmental,
- ✓ Structural, and
- ✓ Substantive editing.

Why choose Content Editing?

A Content Editor:

- ✓ Polishes your use of language
- ✓ Maintains your voice
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- ✓ Confirms your manuscript presents cohesively,
- ✓ Helps you maintain a believable proposal,
- ✓ Assures you have a smooth defense (academic), proposal (nonfiction), and dialogue and plot line (fiction)

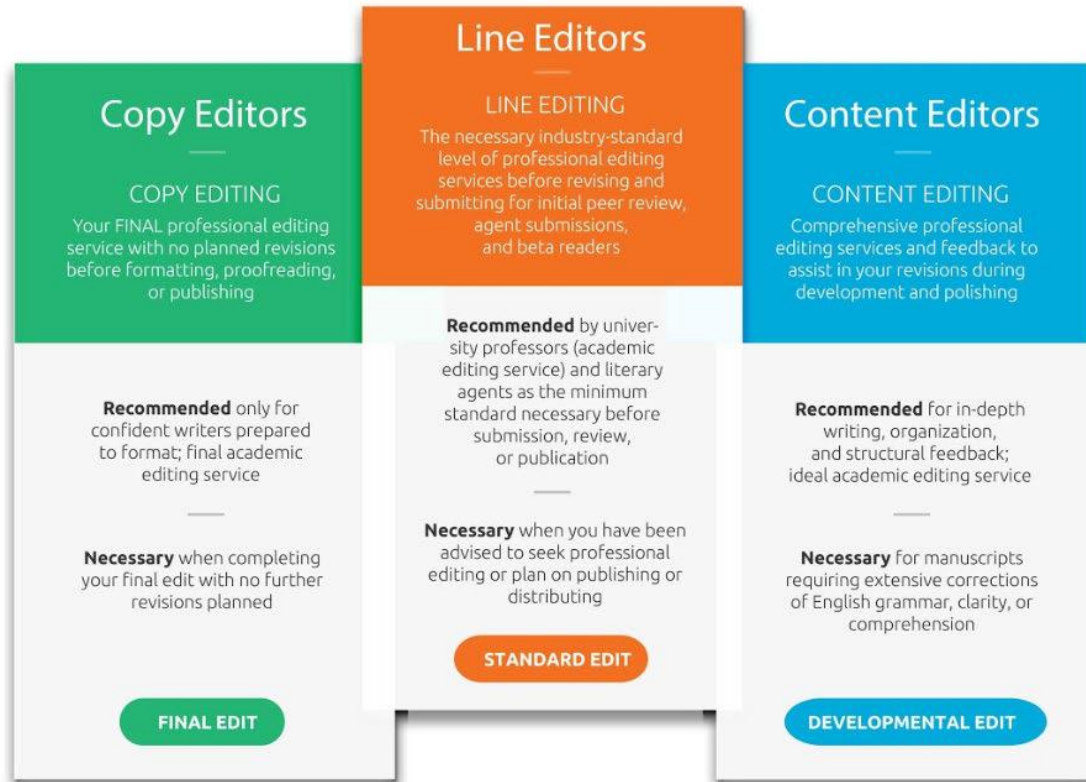
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