

HOLLOWAY HOUSE

EDITING & PROOFREADING

Editing Services—What does it all mean?

You will often hear “proofreading and editing” referred to together, and sometimes they come as a pair. But while you can proofread without editing, you cannot edit without proofreading—these two are inextricably linked. So, when buying either of these services, it’s important to know what you are getting.

Below is a list of the services I offer and a description of each:

Editorial proofreading

For ease of reference, I will always refer to this service simply as “proofreading.” Long before the digital age, the original task of proofreading was marking typeset copy word-for-word against a manuscript, identifying deviations for correction, and querying editorial errors. Today, most people who are asking for something to be proofread are really asking for editorial proofreading. It is more extensive than a simple comparison to the original, and the delineation between proofreading and editing is often different, editor to editor. At Holloway House, proofreading includes the following:

- Correcting errors in spelling, grammar, and punctuation.
- Ensuring consistency in spelling, hyphenation, numerals, fonts, and capitalization.
- Adding punctuation when it improves readability and eliminates confusion.
- Correcting incorrect word usage (such as the use of imminent for eminent).

Copy editing

Copy editing adds a level of judgment to the process. After establishing some basic guidelines of the client’s own style and/or any style guides to be followed (such as the Chicago Manual of Style), the editing will include:

- Editorial proofreading.
- Improving the flow of text rather than simply ensuring correct usage and grammar.
- Identifying problematic or incorrect vocabulary/word choice and offering alternatives.
- Watching for over-used vocabulary, offering alternatives that improve the message while retaining the style of speech.
- Flagging inappropriate figures of speech.
- Enforcing consistent style and tone in a multi-author manuscript.
- Changing passive voice to active voice, if requested.
- Flagging ambiguous or incorrect statements.

Substantive editing

The key differences between copy editing and substantive editing are the levels of judgment and rewriting involved. In substantive editing, the editor’s services can include any or all of the following:

- Editorial proofreading.
- Copy editing.
- Tracking the continuity of plot, timeline, setting, and character traits, and querying the discrepancies, in fiction manuscripts.
- Smoothing transitions and moving sentences to improve readability.

- Re-writing sentences, moving paragraphs, and/or substituting alternative word choices, rather than simply flagging problems.
- Eliminating wordiness, triteness, and inappropriate jargon.
- Establishing a consistent tone, and focus as specified by the author/client or publisher.

Now that you understand the three primary services, let's talk about which ones you need!



Pricing

Hourly, Flat Fee, or Retainer

Different types of work and different types of clients require different ways to engage my services. I am happy to discuss options that work best for us both. My three main options are:

Flat-fee: Finite project work such as a book, article, manual, website, etc. will be estimated based on type of work, length/size, level of service, special style requirements, and deadline. After receiving a sample of the work, a clear scope of services will be developed that will include a description of the services, special requirements noted by the client, deadlines, project cost and payment schedule.

Retainer: Companies with a relatively steady need for a proofreader and/or copy editor can take advantage of a retainer system. Though many consider “retainer” an ugly word, all companies need to contain costs and know they are working within their budgets. By working under a retainer with a “not-to-exceed without prior approval” fixed monthly budget, costs are contained and my services are a call or email away. Outsourcing such services needs to be as painless as possible, and I strive to establish strong working relationships with clients. They know they can rely on me for quality of work, adherence to deadlines, and accurate record keeping.

Hourly: This is a good option for agencies and other businesses that would like a go-to resource for proofreading or editing, but that don't have a consistent enough flow to consider a retainer. I track my time and submit invoices monthly. Time sheets with clear descriptions of the work are attached to support the invoice.



Payment

Payment schedules:

Retainers and hourly arrangements are billed monthly, and payment is expected within 30 days of the date of the invoice. Flat-fee projects will have individual payment schedules developed, based on how many milestones are involved in the process. All flat-fee projects will require that a deposit be received prior to commencement of work.

Payment methods:

I accept payments via check.