



Maximize Business Opportunities with Professional Editing Services

How Outsourcing Your Editing Needs Can Save You Time and Money

Effective written communication is critical in today's competitive business markets. A well-written, concisely organized business document conveys professionalism, making a powerful first impression on potential investors, important clients, and respected colleagues. Produce a document riddled with ambiguities and inconsistencies and your business could suffer intense public scrutiny and costly financial repercussions. Outsourcing your business document revision needs to a trusted professional editing service will ensure that your company publications are clear, concise, and consistent.

Differentiating between Editing and Proofreading

Editing and proofreading are two very different parts of the revision process. While they both require the careful reading of a document, each focuses on a different aspect of the writing process. Editing is the process of reviewing information in a business document to improve and ensure the following important elements:

- **organization and readability**

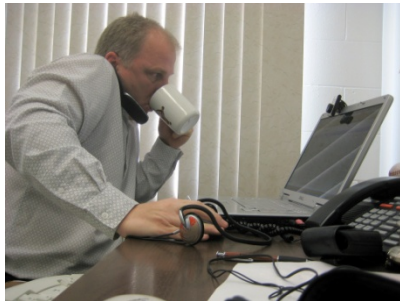
Editing is the first step in the revision process and often includes extensive changes to document content.

- **flow**
- **consistency and clarity**
- **tone**

Thus, editing involves looking at an early draft of a business document, closely analyzing each sentence, and making certain that each word is serving a purpose. Proofreading, on the other hand, involves carefully checking the final draft of a business document for grammatical and punctuation errors, spelling mistakes, and improper word usage. To learn more about the business benefits of professional proofreading, download Scribendi's white paper, "[Avoid Costly Errors with Professional Proofreading Services.](#)"

Why Your Current Editing Strategy is Hindering Your Business

The Dangers of Self-Editing



©Dean Shareski, "Deadlines"

Self-editing business documents is a dangerous practice. Competing priorities and over-extended deadlines will always impede the process.

Traditionally, businesses have forgone hiring a professional editing service, choosing instead to have all revisions made in-house by the writers of each document. This self-editing practice simply does not work in a business environment. While there are literally hundreds of "self-editing checklists" available, these step-by-step guides are not easily applied to deadline-bound business documents. Time is money and document writers simply cannot waste company resources contemplating the mistakes they commonly make¹ or hunting down linking verbs in the passive voice.² Further, when it comes to checking and reviewing business

1. "Self-Editing Checklist," *Hollins University*, June 8, 2009, www1.hollins.edu/docs/academics/writingcenter/index/student/ESL_selfeditingchecklist.pdf.

2. "Self-Editing Exercise," *The University of Delaware Writing Center*, June 8, 2009, http://www.english.udel.edu/wc/faculty/self-editing_exercise.html.

documents prior to final publication, the document writer is often too personally involved with the content of the article to provide an objective editing opinion.

Inexperience Shows in Business Document Editing

Another bad editorial practice commonly employed by businesses is to assign revision duties to inexperienced team members, such as summer interns or temp employees. The senior management recognizes the need for editing, but does not see the value in hiring a professional editing service. There are a number of errors that can easily be missed in such situations:

You would never ask a television repairman to fix your car. So why are you asking a temp to edit your web site content?

- sentence fragments
- dangling and misplaced modifiers
- unclear pronoun references
- sentence sprawl³

In a worst-case scenario, untrained editors can actually ***insert additional errors*** into your business document by altering important aspects of your argument.

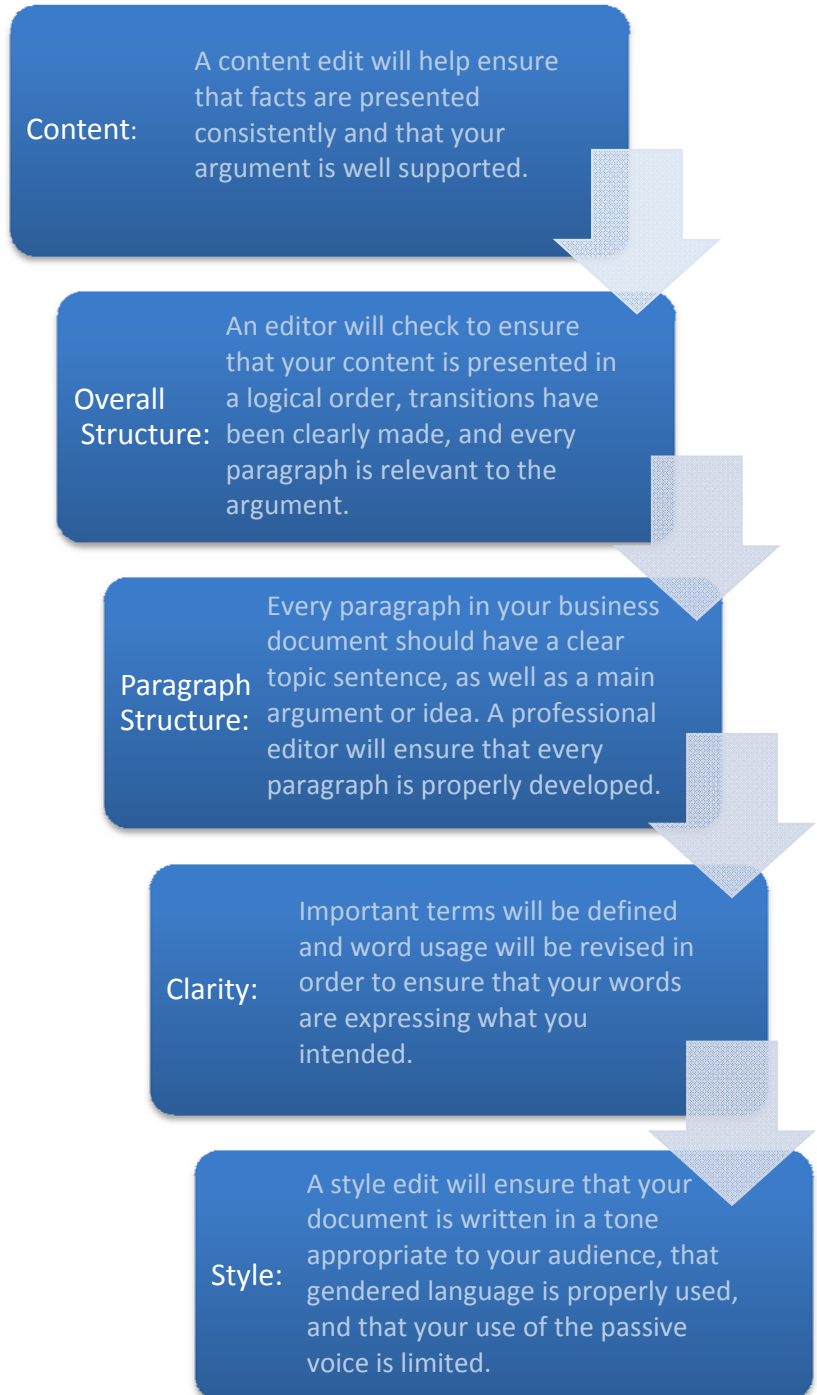
The Editing Process is Harder Than it Looks

Do you put the same amount of thought and planning into an email as you do into a company manual? Of course not. So why do you employ the same techniques to edit both types of documents? If your company's editing strategy consists of a simple re-read and spell check, you are likely missing dozens of potentially devastating errors. A professional editor is trained to

3. Richard Woodward, "Twelve Common Errors: An Editing Checklist," *The Writing Center, University of Wisconsin-Madison*, June 8, 2009, <http://agecon2.tamu.edu/people/faculty/woodward-richard/350/homework/Editing.html>.

catch even the most mundane of errors, editing your paper on each of the following levels:

The Levels of Editing



Professional editors revise documents on multiple levels, reading and re-reading your document numerous times.

Examples of Botched Business Documents



©2008 Hans Gerwitz, "FAIL Stamp"

Discrepancies *will* cause your business documents to perform poorly.

If you own a business, you **will** benefit from hiring a professional editor. This is because most companies produce hundreds of written documents every year. Indeed, paper trails are simply unavoidable in the realm of corporate business. From financial records and contracts to marketing materials and web site content, the potential for distributing erroneous information is extremely high. Without the help of a professional editor, you could potentially make one of the following mistakes:

- Submit a request for proposal that contains **ambiguities**, resulting in many **costly subsequent clarifications** being issued
- Post a **poorly written** job advertisement, resulting in **minimal interest or time wasted interviewing inappropriate** applicants
- Distribute **unclear work guidelines** and expectations, resulting in **staff inefficiencies** and decreased productivity
- Produce user guides or help manuals that contain **confusing instructions**, causing expensive customer service queries

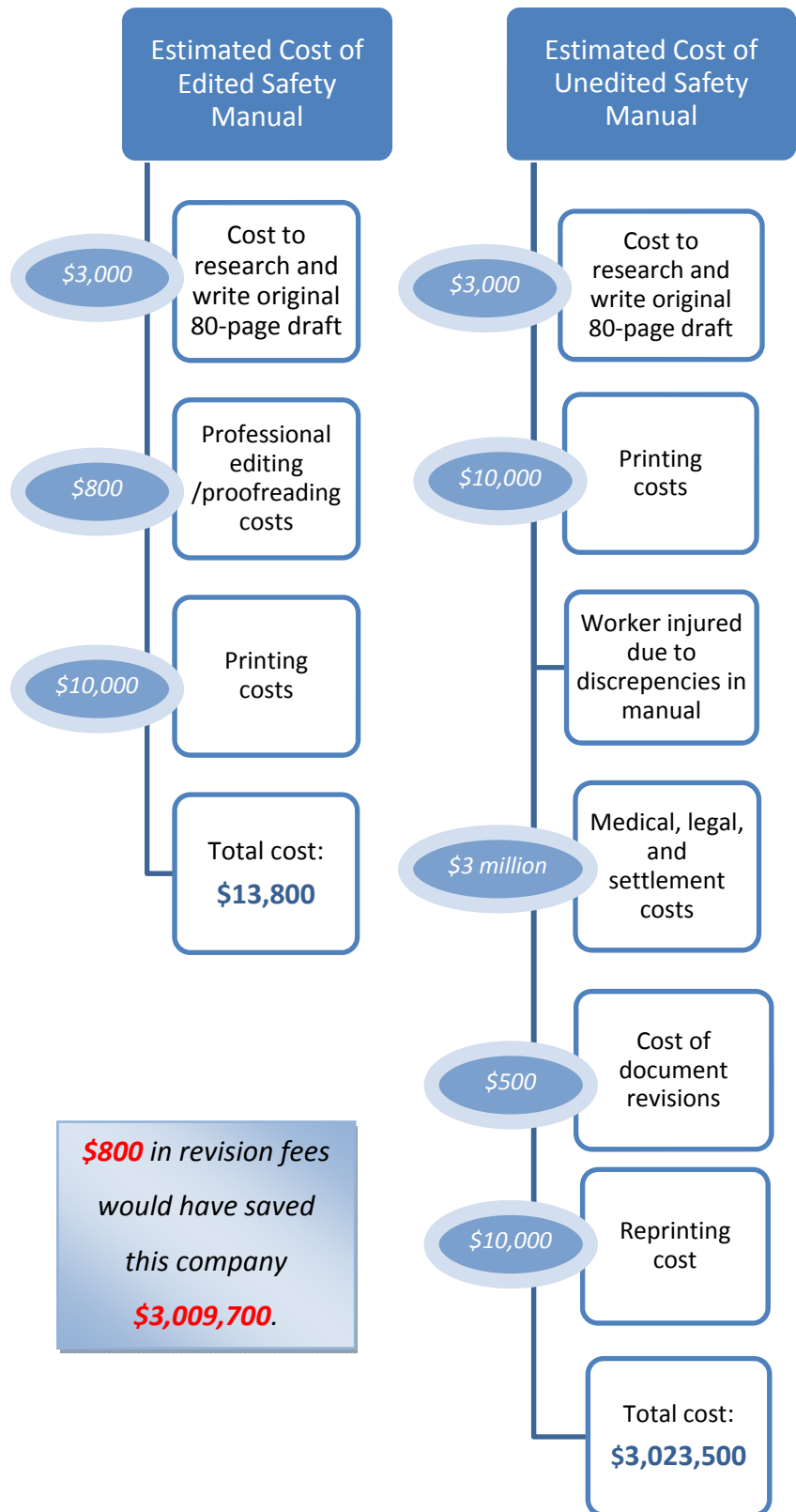
You can imagine the loss of potential business, investors, employees, and revenue due to these problems.

A Small Price to Pay

If you are still having difficulties justifying the nominal expense of hiring a professional editing service, an example of just how cost-effective business editing can be is provided below.

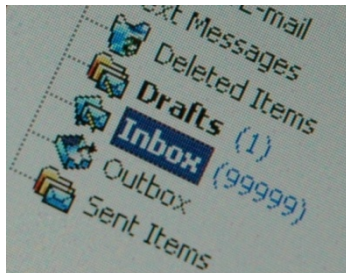
Scribendi's customer service team can create custom corporate services that fit any budget.

Cutting corners to help reduce costs? You could be doing more harm than good.



Let Scribendi Handle Your Daily Business Documents

Scribendi's professional business editing services can enhance almost any business document, from daily memo communications to legal contracts and web site content. Whether you're part of the way through an important project or finishing your first draft, Scribendi's team of business editors can help polish individual business documents quickly and effectively. Need your document turned around fast? Our convenient express services include eight-, 24-, and 48-hour rush deadlines, all with guaranteed "on time or it's on our dime" delivery.



©Jason Rogers, "Mr. Popular"

Your time is too valuable to be spent on editing. Outsource your editing needs to Scribendi for fast, professional results.

Big Projects Always Require Ample Editing

If your company produces any number or range of documents each year, editing should be one of your highest priorities. The faster your company produces documents, the easier it is for errors to slip past the in-house revision team. By teaming up with Scribendi as your editing outsource partner, you'll be streamlining your revision process and saving your employees' precious time and your company's valuable resources. The benefits of partnering with Scribendi for all your business editing needs are numerous:

- **Increased consistency:** Scribendi's customer service team will work with you to customize services that meet your company's needs.
- **Enhanced safety and security:** Scribendi was one of the first companies in the world to adopt VeriSign Extended Validation SSL (128-bit SSL) encryption for communication between clients' computers and its e-commerce website.
- **Guaranteed delivery:** Scribendi will create deadline expectations based on your unique business editing

requirements, helping ensure that your projects are completed on schedule.

- **Heightened confidentiality and privacy:** Scribendi has strict confidentiality and privacy policies in place to protect the security of your documents. Scribendi does not require acknowledgement of our work or contributions to your project, nor will we ever make claims on your copyright.

Scribendi has been a global leader in the online editing industry since 1997. The company currently assists large NGOs, major publishing houses, and international banks based on unique, customizable account platforms. Scribendi is known for maintaining the highest level of professionalism and the company boasts an unparalleled reputation for superior customer service.

To find out more about Scribendi's corporate and business editing services, visit www.scribendi.com.

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