

# *Great* THREE GOOD REASONS

1

## **An editor makes you stand out from the competition.**

It's a competitive world out there.

Your audience is intelligent and discerning; you need to show that you are just as professional and credible as they are. Editors will finesse your piece and pay attention to the details. Attention to detail makes you stand out from the competition.

2

## **An editor can save you money —and embarrassment.**

No one wants to revise and reissue an incorrect document due to a careless mistake. Let's face it; it's embarrassing. It's also costly, both in time and the bottom line. Worse, an incident like this can cause your audience to lose confidence in your product. Editors catch any mistakes before your piece is printed; they help you get it right the first time.

3

## **An editor makes sure your message is clear.**

Your piece may say all the right things, but your audience may not be getting it. A confused audience doesn't know where to turn. Editing ensures your message is clear and steers your audience in the right direction.



*Your resource for  
effective communication*

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### **HH Communication Services**

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## **EDITORIAL SERVICES**

You've done the market research and determined the needs of your audience. You've hired a writer to target those needs. The content is written.

### **Why do you need an editor?**

An editor will check the consistency, quality, and accuracy of the language to ensure the material is credible and inviting to your target audience, and impressive to the discerning critic. In short, **the document should look as professional as your audience is, and be as valuable as the product.** Editing is quality assurance for your product.

## EDITORIAL SERVICES INCLUDE THE FOLLOWING:

### Editing

- Clarify and reorganize manuscripts for content and structure
- Clarify meaning, eliminate jargon, check reading level, create or alter tables and figures
- Edit for grammar, spelling, punctuation, and style mechanics
- Ensure consistency of mechanics and facts within documents, and across documents for projects of multiple elements
- Check accuracy of references and use appropriate citation systems
- Obtain permissions if necessary and requested
- Check accuracy of general facts and quotations against original sources
- Flag any copyright violations and/or possible libel issues
- Check consistency and appropriate use of heads, head levels, and art

### Proofreading

- Check layout word-for-word against manuscript to ensure all content and elements have been captured and are presented accordingly
- Check that design elements, font style and size, spacing, etc. are consistent and appropriate
- Verify any cross-references and folios
- Check printer proofs against approved layout prior to print

### Other services

- Copywriting
- Creative writing/Reporting
- Research/Fact checking
- Bibliography/Reference formatting
- Résumé and cover letter services



**To find out more on how  
HH Communication Services  
can serve you, please contact:**

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