The Craft and Business of Language Editing and Copyediting

Working as a Freelance Author’s Editor

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INTRODUCTION

• What author’s editors do
• Finding clients
• Marketing your business
• Building author–editor relationships
• Getting continuing professional education
• Networking with other professionals
• Resources
What Author’s Editors Do (part 1)

- Formatting
- Grammar, punctuation, spelling, syntax
- Transitions
- Topic organization and logic
What Author’s Editors Do (part 2)

• Target journal’s style
• Cross-references
• Presentation issues
• Permissions
• Language polishing (for non-native speakers)
What Issues Editors Handle for Non-native English Speakers (part 1)

• Missing or incorrectly used items
• Repetition of phrasing
• Stilted language
• Redundancy
• Tone (formality level)
What Issues Editors Handle for Non-native English Speakers (part 2)

- Patchwriting
  - What is it?
  - Why is it done?
- Plagiarism
How and Where Editors Find Clients (Part 1)

• University research programs
• Journal managing editors
• Current clients
• Colleagues (freelance and in-house)
How and Where Editors Find Clients (Part 2)

• Editing services, such as American Journal Experts

How Editors Market Their Business (part 1)

• Do at least 1 marketing activity every workday

  even when work schedule is full

  • Keep in touch with a client or
  • Tweet or post to Facebook or
  • Write a blog post or
  • Network with colleagues or
  • Post a LinkedIn status update
How Editors Market Their Business (part 2)

• Business website tailored to clientele
How Editors Market Their Business (part 3)

Don’t just list qualifications. Demonstrate them!

• LinkedIn profile
• Business Twitter account
• Business Facebook page
How Editors Market Their Business (part 3a)
How Editors Market Their Business (part 3b)

K. O'Moore-Klopf  
@KOKEdit

Most fun compliment ever from one of my clients: "I trust you implicitly to provide the pithy." Made my day. :-D

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On Editors' Weekly, the blog of @editorscanada, I map out how to become a medical editor.

How to Become a Medical Editor
As a medical editor, I think I have the best job in the world. While I'm getting paid to edit medical manuscripts, I get to keep up with the latest research findings and trends... blog.editors.ca
How Editors Market Their Business (part 4)

Hash out editing problems, share resources, show leadership:

- Editing-related Facebook groups
- Professional associations
- Editing email discussion lists
How Editors Develop Great Relationships with Authors (part 1)

- Don’t guarantee publication
- Refer to translators if necessary
- Explain the editing process
- Explain editing jargon
- Keep authors informed of project progress
How Editors Develop Great Relationships with Authors (part 2)

• Use plain language in all communications
• Query respectfully
• Suggest editorial fixes
• Use authors’ preferred communication methods
How Editors Develop Great Relationships with Authors (part 3)

• Keep authors informed of your availability and travel
• Keep in touch between projects
• Be patient
• Say thanks
• Send holiday wishes by email
Where Editors Get Continuing Profession Education (part 1)

- Annual meetings of professional associations
- Coursera: https://www.coursera.org
- Audio conferences from Copyediting newsletter: https://www.copyediting.com/individual-training/
- Online courses and webinars from the Editorial Freelancers Association (EFA): http://www.the-efa.org/eve/catalog.php
Where Editors Get Continuing Profession Education (part 2)

- University editing certificate programs
- Science, editing, and publishing blogs
- Webinars from American Medical Writers Association (AMWA): [http://www.amwa.org/online_offerings](http://www.amwa.org/online_offerings)
Where Editors Do Professional Networking (part 1)

• American Medical Writers Association (AMWA)
  • Meetings
  • AMWA email discussion list

• Council of Science Editors (CSE)
  • Meetings
  • CSE email discussion list (CSE-L)
Where Editors Do Professional Networking (part 2)

- Editorial Freelancers Association (EFA)
  - Meetings
  - AMWA email discussion list

- Society for Technical Communication (STC)
  - Meetings
  - STC email discussion list

- “Networking” page of the Copyeditors’ Knowledge Base
Resources for Editors

• American Medical Writers Association (AMWA):
  http://www.amwa.org

• AMWA Journal, the journal of the American Medical Writers Association: Read current and back issues;
  http://www.amwa.org/journal

• Blog post: “Marketing Tips for Freelancers”;
Resources for Editors (continued 1)


- Books from freelance editor Louise Harnby about running an editing business, at http://www.louiseharnbyproofreader.com/books-and-guides.html:
  - *Business Planning for Editorial Freelancers*
  - *Marketing Your Editing & Proofreading Business*
Resources for Editors (continued 2)

• Booklets from the Editorial Freelancers Association about running an editing business, at http://www.the-efa.org/res/booklets.php:
  ▫ *Building a Freelance Client Base* (Grace Murphy)
  ▫ *Freelancing 101: What You Need to Know to Run a Successful Business* (Michelle Dalton)
  ▫ *Freelancing 101: Launching Your Editorial Business* (Ruth E. Thaler-Carter)
Resources for Editors (continued 3)

- Copyediting-L: email discussion list for editors in all specialities and from around the world; http://www.copyediting-l.info
- Copyediting newsletter (paid subscription required) and its blog (no subscription required): https://www.copyediting.com
- Copyeditors’ Knowledge Base: follow its links to materials to fill in your professional and business knowledge gaps; http://www.kokedit.com/ckb.php
Resources for Editors (continued 4)

- CSE-L: CSE’s email discussion list; navigate to the “Members Only Area” at http://www.councilscienceeditors.org
- Editorial Freelancers Association (EFA): http://www.the-efa.org
Resources for Editors (continued 5)

- Folder with a periodically updated PDF of editing services, with links to their websites, here:
  https://www.dropbox.com/sh/isusr3iy8au98dx/AACM1B4-bSBVdNL7TvG3RYUfa?dl=0

- National Association of Science Writers (NASW):
  http://www.nasw.org

- Science Editor, the CSE journal: Read current and back issues;
  http://www.councilscienceeditors.org/publications/science-editor/
Resources for Editors (continued 6)

- Society for Technical Communication: http://www.stc.org
- *Scientific Style and Format*, 8th edition:
  - The style guide online: http://www.scientificstyleandformat.org
  - The guide’s online discussion forum: http://www.scientificstyleandformat.org/goto/forum (see bottom of page)
- TECHWR-L (aka TechWhirl) email discussion list and community for technical editors: http://techwhirl.com