

## Outsourcing your copywriting and editing projects

Outsourcing can be a minefield if your idea of 'editing' or 'copywriting' doesn't match that of your editor or copywriter. Here are some quick tips so you know what to ask for:

**Proofreading** is really a quality control exercise. It's about making sure all amendments have been included, the document is complete (lines or words haven't 'dropped off' the page, etc), links work, there are no spelling or punctuation errors, the document conforms with the client's style guide, the index is correct, and page, line and word breaks are suitable.

**Copy editing** focuses on style and consistency - making sure the meaning is clear and correct grammar, punctuation and spelling are used. You want the editor to check for consistency, such as capitalisation and numbering. For online work, links, pop-ups, and metadata are checked, and the editor will make sure files download or open properly, with 'user-friendly' speed.

**Full editing**, referred to as substantive editing, involves all of the above, with the added task of reviewing structure, language, style and clarity or usability. A full edit focuses on making a document easy to read and consistent.

**Copywriting** is where content is developed, either from information you provide or that the copywriter has gathered.

Copywriting can involve all or a mixture of writing styles including storytelling (narrative), information or explanation (expository), and influencing behaviour or opinion (persuasive). Copywriting involves, in varying degrees, the following process:

- Briefing, including establishing audience, message, and method of delivery
- Gathering and reviewing information, often including conducting interviews
- Brainstorming ideas and developing concepts or themes
- Developing text through various draft/approval phases
- Delivering final edited content, often including design suggestions.

If you're outsourcing copywriting, make sure you and your copywriter understand what's required.

For example, when you provide all the information required, you can expect to pay less than if a research component is included.

So next time you're thinking about outsourcing your copywriting or editing work, you can relax because you'll know what you're asking for - and what to expect.

**Would you like to improve your writing skills – or train your people to develop great written content?**

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