

Chapter 1 : The Copyeditor's Handbook by Amy Einsohn - Paperback - University of California Press

EDITING YOUR BOOK. PART 1. GETTING STARTED ON YOUR EDITING JOURNEY. This is the first in a series of articles on the subject of editing your book. The world is awash with indie books with poor editing.

Readability statistics Spellcheck Settings: Language, Style, and Display Figure 1. In the language settings in Word for Mac, below the list of languages, you can set the text to be not checked. There are a few things to watch out for in the spellcheck settings. First, know that the settings can be set for each paragraph and they can be set for each style. This is handy when you have long excerpts from previously published material, especially when that is in a foreign language or older English; you could set those in a style that deselects the spelling check or sets it to another language. The two settings are for the language and for checking the spelling. Yes, you can actually tell Word not to check spelling in a section Figure 1. And, depending on the version of Word, there can be a dozen varieties of English to choose from Figure 2. To set the language preference, first either select some or all of the document. If no text is selected, the setting is set for only the paragraph where the cursor is currently placed. You can also set the language for a particular text Style. Do that in the Styles settings. That is, Word can be told to not underline misspellings while you work Figure 3. This can be handy when the volume of squiggles makes the text hard to read. Find that setting in Options Windows or Preferences Mac. In the Spellcheck settings you can tell word not to display spelling errors while you type " Word for Mac In a Windows environment, look in Proofreading Options on the File ribbon. Word sometimes turns off the display of misspellings all by itself. Log in to leave a comment, or join the discussion over on Facebook or Twitter. Blog , How To Tagged With: She believes we can make even the most complex ideas and procedures easy for learners to take in, maybe even to master. Adrienne is a certified copyeditor but is more known for pulling together multifaceted projects created by teams in a form that suits both the learner and the learning environment. Learning about a wild array of subjects is part of the invigorating challenge that she loves about this work. Her title credits range from aircraft build specs to sea-kayaking guides, and from geophysics to Aboriginal knowledge. But the focus on maths and sciences is how she earned the moniker SciEditor. She also developed a self-study program for editing with word.

Chapter 2 : The ABCs of RVUs, Part One - American Academy of Ophthalmology

part 1. the abcs of copyediting 1. what copyeditors do 2. basic procedures 3. reference books and resources part 2. editorial style 4. punctuation 5. spelling and.

Are you tired of hearing about it yet? I hope not, but I understand if it all seems a little overwhelming. Strategies, calendars, personas, metrics, mobile, social, traffic drivers and conversion funnels, not to mention exciting terms like Native Advertising, Dynamic Storytelling, and User-Generated Content. A is for Audience. You should have two main audiences: Everything customer-facing, from your website to your social media, should be directed at your customer. Answer their questions, fulfill their needs and solve their problems. Or cry, or get a case of the shivers. There are dozens of examples of funny ads and emotional ads. Your industry peers want to see your successes, your thought leadership and learn from your challenges. Answer their needs with white papers, presentations, podcasts, and e-books. Let others learn from your challenges and your achievements, and build your reputation as a thought leader. B is for Best. I try to ask myself these questions when ideating content. What kind of content does my audience respond to? What kind of content do they need? These questions prevent us from developing content that is informational but stale, super-cool but non-functional, and ensures that we deliver this innovative and engaging content on the platform that best supports it and at a time when the largest percentage of our audience is primed to act upon it. C is for Conversation. This requires a certain level of anxiety, for in order to have a true conversation, you must let your customers speak to you. Out in the open, where everyone can see what they say. And if you get the occasional negative comment - take a moment to listen before you respond. A negative comment is a great opportunity to show that you care about your customers. Solve the problem with them and elevate a negative post into a customer service success story. D is for Drivers. How will you let users know you are now in the publishing business? Will you include banner ads on your own page pushing your new content center? What about off-site advertising? What role will social play? It would be a mistake to assume that all of your advertising has to lead to a checkout funnel. This is especially true for high-price, luxury items or services, but every company can enjoy increased brand engagement when an accidental click on a banner ad leads to a helpful article or funny video. E is for Empower, Educate and Excite. But most of all, Engage. If you have only one goal in content creation, it should be Engage. You need to engage your customer. If you had three pillars of Engaging Content, they would be Become an authority by supplying content that teaches consumers a new skill, a clever tip, or gives them new insight to an issue. Tug on their heartstrings, make them laugh, even spook them a little. Give them the option to share that exciting content, and watch that message ripple out through social media. F is for Functionality. Content should be functional. More than just a clever video. Gives them an insight into your brand they need to make a buying decision? Does it empower, educate, excite, and engage? Are you ready to go beyond the basic? Contact us for a content strategy that connects your customers to you in !

Chapter 3 : Make the Most of Spellcheck, Part 1 - blog.quintoapp.com

Part 1 of this course offers a question quiz and discussion covering such tricky issues as the lay/lie distinction, usage for that and which, subject and object pronouns, danglers, and more! Reviews.

Chapter 4 : What is copy-editing? Part 1: The Copy-Editing Process

The book, which includes exercises and answer keys, is broken into these parts: Part 1: The ABCs of Copyediting Part 2: Editorial Style Part 3: Language Editing A professional editor for scholarly, trade nonfiction, and corporate publishing, Amy Einsohn also taught copyediting courses.

Chapter 5 : Grammar 1: I Should Know This, But (part 1) - blog.quintoapp.com

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Chapter 6 : The Copyeditor's Handbook : Amy Einsohn :

Make the Most of Spellcheck, Part 1 posted on February 12, by Adrienne Montgomerie "Show me how to use Spellcheck" is one of the smartest requests an editor has ever made of me.

Chapter 7 : Distance Learning

Part 1 - The Abcs of Copyediting 1 1 - What Copyeditors Do 3 2 - Basic Procedures

Chapter 8 : The ABCs of Content Marketing - Part

"The Copyeditor's Handbook" is a lively, practical manual for newcomers to publishing and for experienced editors who want to fine-tune their skills or broaden their understanding of the craft. This book may be used for self-instruction or as a textbook in copyediting classes.

Chapter 9 : The Copyeditor's Handbook, Amy Einsohn - Shop Online for Books in New Zealand

Science Editor â€¢ July - August â€¢ Vol 26 â€¢ No 4 â€¢ book has three parts. Part 1, "The ABCs of Copyediting", succinctly describes the.