

Why You Need an Editor (or at Least a Proofreader!)

Vacation time is rapid approaching. It is imparative that everyone get there vacation on the calender as soon as possible. Because we can not have more then one person scheduled for vacation at the same time.

How many mistakes did you see in the above paragraph? (The corrections are noted at the bottom of this article.) If you found at least five, you're off to a good start. But a good start isn't always good enough in today's business climate. If you and others responsible for written communications in your company do not have an excellent grasp of spelling, punctuation and grammar, you risk damaging your company's image—regardless of whether your product or service is better than your competitor's.

Even those who do happen to have an excellent grasp of writing fundamentals are bound to slip up now and then. People are inclined to overlook their own mistakes because they see what they meant to write. Before sending anything you've written, read it aloud; mistakes you may otherwise have overlooked will jump out at you.

If a document is going to be read by people outside your company, you will want to spend extra time proofreading and editing. Have someone else read it to make sure there are no mistakes and that the message is clear. Think of it this way: it's much easier to catch other people's mistakes!

If there aren't any English majors or "grammar geeks" within your organization, consider hiring a professional. A good proofreader/editor corrects errors and revises sections of writing that are unclear, always with the ultimate reader in mind.

Maybe you think you can't afford to hire a professional editor. Compare the cost to that of losing a potential—or possibly an existing—customer, and you'll agree that it's money well spent.

CORRECTED PARAGRAPH: *Vacation time is rapidly approaching. It is imperative that everyone gets their vacation on the calendar as soon as possible, because we cannot have more than one person scheduled for vacation at the same time.*

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