

EDITING TIPS YOU CAN APPLY TO LIFE

1

LEARN

Before editing a word, an editor tries to understand the writer's goals. **Life lesson:** The more you listen, the more knowledge you receive.

2

READ

An editor searches for the main idea the writer is trying to convey. **Life lesson:** People want to be heard. Practice listening.

3

FIND THE CALL TO ACTION

Editors search for a call to action and ensure it's prominent. **Life lesson:** What purpose drives your life? What pushes you from the comfort zone?

4

WHO IS THE TARGET AUDIENCE?

Editors always ask writers this. **Life lesson:** You can't be all things to everyone. You can mean something amazing to at least one person.

5

WHAT IS THE POINT OF VIEW?

Editors search for this when editing. **Life lesson:** Knowing someone's viewpoint may help avoid or minimize communication road blocks.

6

CHOOSE A STYLE

Editors choose style guides to edit content for various formats. **Life lesson:** Discover your personal style. Respect the style of others.

7

FOLLOW BEST PRACTICES

Editors learn from mentors, friends and colleagues. **Life lesson:** Get a mentor. Study the work of experts; your skill level will grow.

8

KNOW THE BRAND

Some editing projects require brand guidelines that editors must incorporate for brand identity. **Life lesson:** Establish personal convictions. Cling to them.

9

PROOF THE WORK

Editors like to step away briefly from the work so they can come back with fresh eyes. **Life lesson:** Give yourself time to gain a new perspective.

10

BUILD RELATIONSHIPS

Writers seek out the best editors because they trust them. **Life lesson:** Who seeks you out? Who trusts you?