

Summary of Services: Debra Sanders — Sanders Editorial

EDITING

Debra reviews documents to match today's reader needs... which keep changing.

Using her 30+years of experience with professional services firms, this means objectively examining:

- Proposals to verify value and quality, while highlighting the advantages in working with you
- Reports, including project results, actuarial valuations, stewardship, property/casualty loss control, and others to clarify purpose, process, and recommendations
- Client content/deliverables
- Marketing materials
- Benefit documents (enrollment materials, SMMs, SPDs)
- Statements of Work and other letters
- Union negotiation documents.



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If you think an "editor" is someone who fixes your typos, grammar, and syntax, you have not worked with Debra Sanders. Debra will help you turn your sentences into a story, your story into a message, and your message into an inspiration. She will show you how prose on the driest, most boring business topic can be compelling.

Objectively is a key word here: We all get too close to our writing to see problems or judge its value. Anything that can affect a client's or prospect's decision and your reputation deserves this review, to ensure the writing is:

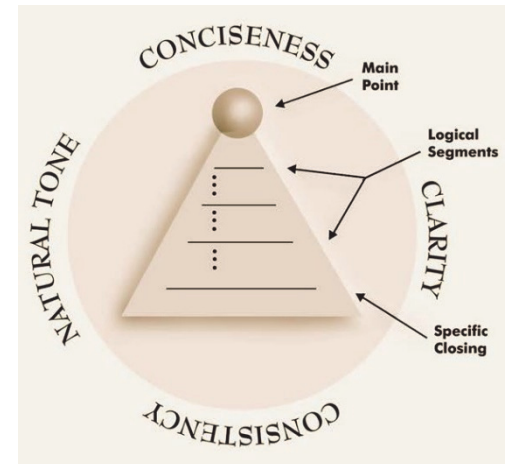
- Clear
- Concise
- Consistent
- Cohesive
- Credible
- Compelling.

When a document has multiple authors, Debra smooths the different styles so it speaks with 1 professional voice. In addition, she:

- Asks reader-related questions to help gear the document to your target audience
- Ensures logical structure and appropriate tone along with other readability techniques.

What good is all the work that goes into writing if it doesn't augment your reputation? A document can be technically accurate, but unreadable/confusing without this type of communication review... and therefore valueless.

Wow. I wish the whole world had an editor like Debra. It would make reading so much more enjoyable and understandable.



In her reviews, Debra always spends considerable time explaining her approach and reasons. This not only helps the author to feel good about the document, but makes him or her a better writer in the future.

BIOS AND PROPOSAL MODULES

Brief, well-written biographies inject a personal quality into a proposal — introducing the talented, experienced people who will actually do the work. They should create a favorable image of your organization and inspire the prospect's confidence.

To assist — because it's difficult to write about yourself — she's created a simple questionnaire to prepare the bios.

Remember a bio is not a job-hunting résumé or fact sheet. *It's a vehicle for describing what you do well that each prospect needs.* They want pertinent experience, not a list of prior jobs. Bios should be concrete and substantial — with a focus on each prospect's problems and industry. Avoid personal information or simply listing titles and promotions. Instead, provide examples that illustrate your experience and success in resolving their concerns.

This process also can lead to modules for success stories/case studies and testimonials/references: the only evidence of your value that matters.

Clients comment on our proposals — how the team's value and prior results for companies like theirs are compelling and make them want to work with us.

Here's some rare feedback from a prospect about the RFP response Debra edited: The proposal was so sharp, well organized, and to the point that we won't need a presentation. You got the business.

Whatever you charge will be a bargain, Debra. You — more than anyone I've worked with — are the reason our products are so good and our business so successful.

EMAIL COACHING

Do your employees write external emails? As a refinement of the 1-on-1 writing sessions she taught for decades, Debra's online critiques help employees write clear, concise, credible, targeted, error-free emails you'll be proud of... messages and responses that add to your distinction as well as the value of your services. This coaching also includes content tips for starting and ending to make the writing process easier and more efficient.

Your entire organization is judged by every email, no matter how short. When readers have only your words on a screen — without the clues of facial expressions, body language, or intonation — you can't see any questions or confusion... you can't correct or defend. These communications become your voice — they either strengthen or damage your reputation.

I'm thankful for having our team do an email coaching refresh with Debra. She's an email wizard and I love reading her feedback.

Debra makes what could be a dull topic — writing emails — most interesting and actually enjoyable. She's a delightful teacher... highly skilled in transmitting knowledge to others, with workable, sensible solutions to writing problems.

JOB DESCRIPTIONS

Any time your organization needs to make changes is the perfect opportunity to prepare and organize for next steps. Current, clear, accurate job descriptions will be valuable in this process.

The job descriptions Debra prepared help us get the right employees and are essential tools for performance evaluations.

Honing these tools to clarify necessary roles and responsibilities will position you to think beyond now... to focus efficiently, knowing what your organization needs — and *will* need.

CLARIFYING TRANSLATIONS

Today's global economy requires English translations, especially for websites and marketing materials.

With Debra's careful review of our translated report segments and promotional materials, our sales have zoomed ahead.

English is a complicated and confusing language, often with contradictory “rules” and exceptions. This can lead to awkward, confusing, and even unintentionally humorous results. The translator has a difficult task; their work calls for a final polish.

You may invest heavily in an outstanding website, but it's critical that the written descriptions meet the same high standards. Debra will turn these into accurate, clear, concise, reader-friendly English so you can be assured of quality impressions as well as proud of your product/service descriptions and instructions.

Debra's changes and suggestions clarified the translated descriptions of my designs and biography to vastly improve my website/promo materials.

SUMMARIES

Whenever you have an excess of information, important audiences will need smaller, digestible nuggets. Examples include:

- Condensing complex legal documents into easily understandable bullets
- Explaining policy/procedure/regulation changes
- Showcasing highlights for a presentation
- Distilling a proposal's differentiating advantages or a report's conclusions/recommendations
- Creating a version for a less technical audience.

Debra is a delight to work with! Her suggestions enhance the clarity and comprehension of technical material for a broad range of readers.

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Debra is happy to do a free sample; just email to debra@sanderseditorial.com. With her review, she'll return changes, suggestions, and rationale, so you can see the difference — along with the importance of these services.