

EDITING BOOKS LIKE A PRO



Self-Editing Tips For Books and Articles

By Karen Cioffi

Editing Books Like a Pro

Self-Editing Tips for Books and Articles

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Writing for Children with Karen Cioffi

Ghostwriting, Rewriting, Editing

<http://karencioffiwritingforchildren.com>

Karen Cioffi Professional Writing Services

For Businesses and Individuals

<http://karencioffifreelancewriter.com/karen-cioffi-writing-services/>

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About This eBook

"If you want to be a writer, you must do two things above all others: read a lot and write a lot. There's no way around these two things that I'm aware of, no shortcut."

~ *Stephen King*

"Easy reading is damn hard writing."

~ *Nathaniel Hawthorne*

"Like stones, words are laborious and unforgiving, and the fitting of them together, like the fitting of stones, demands great patience and strength of purpose and particular skill."

~ *Edmund Morrison*

"I was working on the proof of one of my poems all the morning, and took out a comma. In the afternoon I put it back again."

~ *Oscar Wilde*

Every author knows writing is hard work and time consuming. Coming up with an idea, bringing it to fruition then working on revisions – it seems to be endless. And, once you're finally done, it doesn't end there.

Making sure your manuscript is sparkly clean and polished, which includes proofreading, editing, and last minute steps before actually submitting, is a lot of work also. But, it's absolutely, no-doubt about it necessary.

The editing and proofing phase is the intricate, fine-tuning part of book writing and article writing. That's what this e-book deals with.

Editing Books Like a Pro: 10 Tips Checklist for Writers and Children's Writers

You've been working on your story for a while now and you think it's just about done. It's been critiqued numerous times and you revised it numerous times. Now, it's time for 'editing a book;' this entails proofreading and self-editing. You don't want to short-change yourself on the last stretch, so get ready to put the final layers of polish on your manuscript.

While this particular section is focused on children's writers, most of the tips are helpful for writing in any genre.

Here are 10 tips you can use to help fine-tune your manuscript:

1. Check for clarity

Check each sentence for clarity. It's important to remember that you may know what you intend to convey, but your readers may not. It'd be a good idea to have someone else read the manuscript for you. This is where a good critique group comes in handy.

2. Check for "telling" and dull sentences

Check each sentence for telling. While you will need some effective telling, you want to have more showing.

Example: *Joe hit his head and was dazed.*

Alternative: *Joe banged his head against the tree. He wobbled a moment and fell to the ground.*

Show, don't tell. Use your imagination and picture your character going through motions—maybe he's turning his lip up, or he's cocking his head. Try to visualize it; this will help in showing rather than telling.

A good way to add more showing is to add more sensory details. Use the five senses (sight, hearing, touch, smell, and taste) to create a living character; this will help breathe life into your story.

Example: *Joe felt cold.*

Alternative: *A chill ran through Joe's body.*

Example: *Joe was frightened.*

Alternative: *Joe's breath stopped. Goosebumps made the hair on his arms stand tall.*

3. Point of View: Watch for head hopping

Checking for head hopping is especially important for children's writers since their stories should be told from the protagonist's point of view or perspective.

If the story is being told from your main character's point of view (POV) make sure it stays there.

If my POV character Joe is sad and wearing a frown, it wouldn't be advisable to say: *Noticing his sad face Fran immediately knew Joe was distraught.* This is bringing Fran's POV into the picture.

You might say: *Joe knew Fran would immediately notice his despair; they were friends for so long.*

Or, you can just use dialogue: "*Joe, what's wrong?*"

This is particular to writing for young children. If you're writing for middle grade, you can have two protagonists, for young adult you can have more.

4. Watch for story consistency, conflict, clarity, and flow

Checking for consistency, conflict, clarity, and flow is another must for all writers of fiction. If you're a children's writer it's even more important. Children need a structured story that's consistent. The story also needs to provide conflict and action to keep the child engaged, along with clarity to help with comprehension. It should also flow smoothly with one paragraph, chapter moving seamlessly into the next.

5. Use spell-check

Make sure you write with spell-check on or use your word processor's spell-check when you're finished with your manuscript. I like writing with it on.

Just be careful here because while spell-check will catch misspelled words it won't catch words that are spelled correct, but are the incorrect word in regard to meaning.

Example: *He was to tired.*

Correct: *He was too tired.*

These words are called homonyms and spell-check will not catch them.

A homonym is a word that sounds like another word, but is spelled different and has a different meaning. Examples of homonyms are: hare/here/hair; bare/bear/; stationary/stationery; peek/peak; principle/principal; capital/capitol; compliments/complements; cite/site/sight.

There are other curves spell-check can through you also . . . if you rely on it too much.

Here are a couple of other sentences that spell-check goofed up on:

Example: *Partners in the SMB category work with business that have 250 workers and under.*

Correct: *Partners in the SMB category work with businesses that have 250 workers and under.*

Example: *Companies are always striving to improve their channel partner programs, and major player Google is on of those companies.*

Correct: *Companies are always striving to improve their channel partner programs, and major player Google is one of those companies.*

You can't rely solely on spell-check to find all errors. Proofread carefully.

6. Use your Find function on your word processor

This is a great tool to check for “ly” words, “ing” words, weak verbs, and over used words such as “was.”

You can also use it to check for words you tend to favor. Maybe one of your pet words is ‘quick,’ ‘really,’ or ‘that.’ Use the Find function to find them and see how often you used them. If it's too much, correct it.

7. Watch for redundancy or double prepositions

Check the story for repeated phrasing and even paragraph beginnings. You don't want several paragraphs in a row beginning with “the” or other repetitive wording. When editing your manuscript use the Find function in your word program and look for overused words.

Another aspect of redundancy is using unnecessary words.

Example: *Sit down on the chair.*

The word ‘down’ is redundant; ‘sit’ implies down.

Example: *She whispered quietly.*

The word ‘quietly’ is redundant.

Other words to watch for are: “nodded his head” (nodded), “stand up” (stand), and “turned around” (turned). This should help you get the idea of what to be looking for.

8. Check for tight writing

In today's market, tight writing is important—readers have a shorter attention span. So, get rid of unnecessary words and text.

Example: *Joe had a really hard time lifting the very heavy and big trunk.*

Alternative: *Joe struggled to lift the huge trunk.*

Also, watch for words such as “began” and “started.”

Example: *He began to lift the trunk.*

Alternative: *He lifted the trunk.*

9. Check for punctuation and grammar

There are a number of great books and even online articles that will help you learn proper punctuation and grammar. Two books that I use are: *The Frugal Editor* by Carolyn Howard Johnson and *The Great Grammar Book* by Marsha Sramek.

You can also do a Google search.

10. Children’s writers: Take illustrations into account

When writing a picture book you need to allow for illustrations. Picture books are a marriage between content and illustrations—a 50/50 deal. So, watch for text that an illustration can handle. With picture books your content doesn’t have to describe every little detail—the illustrations will embellish the story.

Well, this completes the 10 tips, but please know that self-editing is a tricky business and this is not an all inclusive list. Even knowing all the obstacles to watch out for, self-editing is still tricky. It's almost impossible for us writers to catch all our own errors; we're much too close to our work. We know every nook and cranny of the story and that makes it difficult to read it in a fresh manner. Even if we think we're reading every word, our mind is way ahead of us, that's why it's advisable to look into hiring an editor.

Two Bonus Tips:

To get a better sense of what good writing is about, you’ll need to read and read and read. Read books in your genre and on the topic of writing. Go to your library and ask for recently published books in your genre. This is a good way to find publishers also.

Another tool to help you in your revisions and self-editing is a trick new copywriters use to help train the brain to writing persuasive and effective copy; the trick is to actually write or type ‘good’ content from copywriting masters. This is only for a writing exercise, and again, to train your brain; you cannot use someone else’s work, that’s plagiarism.

You can do the same thing with recent traditionally published books. See what works, check out the formatting, the punctuation, the style . . . write the text to get a feel for ‘good’ writing. This will help instill an eye, ear, and sense for what works.

Editing Books Like a Pro:

9 Steps in the Final Stages of Self-Editing

There is so much involved in self-editing; the lists and checkpoints can fill a book. But, in this section we'll look at how to do a final once over. These are steps to be taken after you've proofread and self-edited the manuscript and had it critiqued, checked for grammar, storyline, punctuation, showing, etc.

1. Read your manuscript

Read it again. Try to read it slowly and watch for all the self-editing tips you've learned and think you've applied. Spotting one's own errors is difficult since we know what we wrote and intended. Some of the other tips here will help with this problem.

Along with everything else you're watching for, while reading, also take note of the first word of each paragraph. Try to keep them varied. You don't want to start consecutive paragraphs with 'He,' 'The,' 'It,' or other word.

You should also watch for the overuse of a particular word within a paragraph. That word might be 'the,' or 'he,' or 'really,' 'was,' or 'suddenly,' or other word you used over and over.

2. Change the font and read it again.

Surprisingly, you will spot errors you just glazed over before. You won't run through it the same way you did with the original font.

You can even change the margins; it all helps for you to see the manuscript in a new light, fresh.

3. Read each paragraph from the last sentence to the first

This is an interesting method for an additional self-edit. It's helpful because your brain won't be on auto-pilot. You will spot glitches within sentences that you would glaze over when reading normally.

Note: I don't mean reading each sentence backward; read each sentence as you would normally, but read the last sentence first and work your way to the beginning of the paragraph.

Be sure to actually see and read each word, even if you need to use your finger as you go along.

4. Check formatting

Now it's time to check the formatting of the manuscript.

Are your paragraphs all indented with proper punctuation?

Did you use the Show/Hide function in your word processor to check the inner workings. For instance, years ago the proper spacing between sentences was two spaces. Now, the protocol is usually one space between sentences. The Show/Hide function displays a dot for each space.

Is your manuscript double spaced?

Did you use the correct formatting for dialogue?

Check all the aspects of manuscript formatting.

5. Print your manuscript

Okay, I know what you environmentalists are thinking . . . I'm one also. I try very hard not to waste paper and protect our trees. But, there is a difference between reading on a computer and reading a paper copy. I'll be honest, I don't know why our brain perceives it differently, it just does.

As you're reading your manuscript, use a colored pen or pencil and mark the text you find errors in. Once you're finished go back to your computer document and correct the errors.

The other practical aspect of this process is it's a good idea to have a hard copy of your manuscript near its final stage. Unless you have an offsite backup, you can't be too careful (I'd be skeptical of this also – you never know with any online system whether it will crash). I've lost a number of files when my computer broke. And, I've even lost files on zip drives when the drives failed. So, from experience I'm cautious when it comes to saving my work.

6. Read it Aloud

Reading it aloud allows you to check your manuscript in a different mode, it's a different facet of editing. You need to see each word as you're reading it aloud, this helps double check for accuracy.

7. Breakup Your Editing Tasks

This tip is from Grammar Girl, Quick and Dirty Tips. She advises to breakup your editing and proofing tasks, so your focus is concentrated.

8. Take a Break

In the July/August issue of Writer's Digest there's an informative article by Elizabeth Sims, "How to Gain Perspective on Your Work." It delves into revisions and self-editing and one point that grabbed me was "sharpening your saw."

What's this mean? Well, when using a saw the blade eventually wears out. This leads to you sawing with a dull blade, which makes your job more difficult and less effective. Why this struck a chord with me is my father was a contractor. I remember as a child trying to help him by sawing wood. He showed me how to let the saw do the work and how to spot a worn blade.

Editing a book, or self-editing a book or article can be viewed the same way. When you're too focused for a period of time on *editing a book* or article, your brain becomes dull.

Sims noted that, "your writing mind gets dull, even fragmented. Sharpening your saw is a vital step to take between writing . . . you need to regain your keenness."

The solution is to step away, take a break. This may mean to back off for a few hours, a few days, or couple of weeks. Don't overstress about it; your manuscript will be waiting for you when your brain is sharp again.

Obviously, if you have time constraints, then you'll need to take a 'power break.' Like a 'power nap,' you'll need to take a short break to 'resharpen' your 'saw's teeth.'

9. Go Green

Another step to take if you print a copy of the manuscript and you don't feel the need to keep it is to recycle it. I reuse paper I print by using the back for notes, or I let my grandkids use it for coloring or painting. When the paper can be discarded, I recycle it if possible. If you're concerned about your valuable content being usable to others, you can rip it into pieces or shred it, then recycle it.

Editing Books Like a Pro: 6 Last Minute Steps Before You Begin Manuscript Submissions

So, you think you're ready to submit your manuscript. Read this first.

You're at the final stretch. You've done everything you could think of to get your manuscript ready for submissions. You've used all the self-editing tricks you learned, such as changing the font and reading it again, printing the manuscript out and reading it yet another time, and reading each paragraph backwards. Now, you're at the finish line. But, before you cross the line, here are 6 last minute steps you should take into consideration

1. Do a Final Self-Edit

By this point, your manuscript should be so polished you need your sunglasses to read it. But, give it another once over anyway. You never know.

2. Get your manuscript edited

When you think it's perfect, have it edited before you start submitting it. Yeah, yeah, yeah, I know, you think this step is overkill, and it will cost money. You're right on the second part, it will cost money. But, if you can afford it, it will be money well spent.

No matter how many times you self-edit, there is the chance that you'll miss something. Writers are just too close to their own work. While you're reading, your brain is running on ahead, knowing and seeing what should be there, what you intended, whether or not it really is.

If you've thought it over and it's not in your budget, then go over this e-book carefully and be sure to apply everything in it. It would also be a good idea, if you want to be super, duper certain, and if you can afford it, to invest in at least one comprehensive, full-length book on editing. While this e-book has a lot of tips and tricks, it's always better to be safe, rather than sorry.

3. Create a log line

A log line or pitch line is a one sentence description of your manuscript. This may take a bit of trial and error, but, it's important to master.

See the bonus article, "The Elevator Pitch for Your Manuscript," below.

4. Create a synopsis

A synopsis is a short description of your story. Be sure your writing should be tight and focused—leave out the fluff. The content should be, at the very least, self-edited and proofread before sending it off to an agent or publisher. You are trying to grab the reader's attention and let the reader know that you are grammar literate.

Basically, the synopsis should briefly let the editor know what the book is about: the beginning of your story, your main character's needs or wants, how he strives to reach his goals, the obstacles/conflicts in his way, and how he overcomes the conflicts and moves forward to the final outcome.

I read an interesting article recommending that your synopsis should be created using your detailed outline.

5. Create a query letter or proposal

A query is a sales pitch. It should be three paragraphs and only one page long. The first paragraph quickly and interestingly describes the story; it's the hook. The second paragraph tells a bit about you, your qualifications for writing the book. And, it's a good idea to include a bit on how you intend to help market the book. The third paragraph is the conclusion; keep it short.

6. Final Step: Submissions

Okay, your manuscript is polished and shiny, now it's time to submit. But, hold on . . . check each publisher's guidelines before you submit.

In fact, don't just check the guidelines, you need to study them, and follow them implicitly. If a publisher asks for submission by mail only, don't email your submission. If the word count on an article or story is up to 1000 words, don't submit a story with 1150 words.

More Self-Editing ‘Odds and Ends’ Tips

Custom Dictionary

To make your writing a bit easier, you can set up a custom dictionary. In Microsoft Word: Tools: Options, you have the capability of inputting words particular to your story. You can add them as you go along and choose your custom dictionary each time you begin to work on your manuscript.

What’s the purpose?

If you have peculiar names or peculiar words, say within a science fiction manuscript, your spell check won’t automatically tag it as an error.

This is also useful if you’re creating an index. You can copy your words from your custom dictionary and paste them into a spreadsheet; alphabetize them and they’re ready to be included in your index.

Traditional Book Editing Categories

While it’s not needed for your self-editing job, you might find it interesting to know the different traditional book editing categories.

Acquisitions Editor: Finds, reviews, and either acquires or lets the publisher/agent know whether the manuscript is worth the company’s time and money. In some companies, she may also negotiate the project.

Line Editor: Does the line/substantive editing of the content.

Content Editor: Handles the structure of the story, such as coherence, accuracy, conformity, appropriate subject matter depending on the genre, balance, and so on.

Copy Editor: Checks for grammar, facts, quotes, citations, etc.

Proofreader: Does the nitty-gritty fine tuning for spelling, punctuation, etc.

Proofreading Tips

These tips are based on an article by Philip B. Corbett, the Times associate managing editor for standards, who is also in charge of the Times' style manual. So, this pertains primarily to nonfiction writing.

1. Pay particular attention to proper names and distinctions.
2. Watch for "doubled words at the end and start of a line." For example, 'that, that' or 'it, it.'
3. Check all math and numbers for accuracy.
4. Check those little interchangeable words: is, it, of, as.
5. "Make a personal check list of the things you tend to miss." Corbett advised you use the list for all your writing.
6. Be sure to have someone else read your content.

Backup Your Work

As a writer, one of the most important tasks you should be doing on a regular basis is backing up your work. If you write daily, this should be done daily.

I've lost three files in the past, and I'm pretty careful. I would always back up to a zip drive for content protection, but somehow still lost files – I actually had two zip drives stop working and one computer crash. For the past year I've been using Dropbox.com. You get up to 2 GB of online data storage for free.

What I really like about Dropbox is you can save the files you want – it doesn't automatically back up your entire hard drive, you can back up specific files right from your zip drive.

And, you can have your Dropbox synced files accessible on multiple computer/laptops

Just remember, the free space is limited and their unlimited space is around \$9.95 per month - which is a bit high.

For a regularly updated list of backup companies and their prices go to:
<http://www.thetop10bestonlinebackup.com/>

Remember: Don't let your files be left to chance.

Editing Books Like a Pro: Bonus Article One

The Elevator Pitch for Your Manuscript

Your elevator pitch, or simply your pitch, is a very condensed, yet concise description of your story. It can be one to several sentences long; the idea is to grab the publisher, editor, or agent's attention and interest with the core of your story in the span of under 3 minutes.

The marketing arena's idea of the pitch is a one sentence calling card – you're unique selling proposal or proposition.

The idea behind the elevator pitch is to imagine that you get on an elevator and surprisingly you're there with a potential client, or in the case of writing for children or writing in general, a publisher or agent. You are given just the time for the elevator ride, which was approximated at 3 minutes, to pitch your story. That's the elevator pitch.

It may also happen that the time you have to pitch your manuscript may be under a minute. Suppose you're at a conference and happen to get on the elevator at the end of the day with a frazzled publisher or agent. You want that very short span of pitching time to be as effective as you can make it, without annoying or further frazzling your target. It may be the only opportunity you'll have for a direct, although very brief, uninterrupted pitch.

The one sentence pitch, also known as a logline, takes time, effort, and a lot of practice. You need to condense your entire manuscript into one sentence. Within that sentence you need to harness the *soul* of your story in a simple, concise, and hooking pitch.

The general writing consensus is to do your best and create one sentence that tells what your story is about. Once you have it nailed, expand it into a few more sentences, adding only the most important aspects of the story to create a three minute pitch. This is excellent practice for tight writing.

This way you'll have two different versions of a micro pitch. It's important to always be prepared – you never know when or where you may come upon an unsuspecting publisher or agent . . . maybe you'll have a few seconds, maybe you'll have 3 minutes.

Here is an example of a one sentence pitch from RockWayPress.com:

Two brothers and their female cousin decide to track down a serial killer themselves, not realizing that one of them may be the very killer they seek.

Here's another one from the blog at Buried in the Slush Pile:

The Emerald Tablet -- In this midgrade science fiction novel, a telepathic boy discovers that he is not really human but a whole different species and that he must save a sunken continent hidden under the ocean.

And, here's my own 28 word, one sentence pitch for my children's fantasy chapter book (the 99 word version hooked a contract with a publisher):

Children 7-10 love fantasy and magic and Walking Through Walls has just that; twelve-year-old Wang decides he'll be rich and powerful if he can become a mystical Eternal.

Obviously, if you have a scheduled pitch you will need to adhere to the publisher or agent's rules. You may be able to provide a pitch with 100-200 words. But, it's a good idea to have that one sentence pitch on hand for that you-never-know moment.

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Sources:

- (1) http://www.rockwaypress.com/one_sentence_pitch.htm
- (2) <http://cbaybooks.blogspot.com/2008/04/one-sentence-pitch.html>

Editing Books Like a Pro: Bonus Article Two

Being a Writer

Being a writer means different things to different people, but bottom line in order to be a writer you need to learn the craft of writing and use that skill to write for publication and/or to earn an income.

Whether you're selling a manuscript to a publisher or agent, a magazine article to a magazine editor, or your freelance services, you're selling.

In the June 2010 issue of *The Writer*, author Jane Yolen discussed the need to learn the craft of writing in an article titled, "Dedicate Yourself to a Writing Apprenticeship." She explained that the process is slow and long, but is necessary to **being a writer**, to learn the **craft of writing**.

If you're wondering what the craft of writing is, it's the use of proper writing technique, grammar, and style. These writing elements include structure, formatting, clarity, and in fiction writing, plot, character development, point of view, and dialogue. Even knowing the particulars in the genre you write is important.

So, what exactly is the meaning of the word 'craft?'

Wikipedia's definition is, "A **craft** is a branch of a profession that requires some particular kind of skilled work."

Merriam-Webster refers to 'craft' as an occupation requiring "artistic skill."

And, TheFreeDictionary.com mentions membership in a guild.

Between all three definitions we know that a 'craft' is a branch of a professional group or guild. It is a career or occupation, not simply a hobby.

Interestingly, there are various avenues that can be taken to become an accomplished or professional writer, but each one has the need for learning, practice, time, and commitment. Some writers may go to school and get degrees, others may learn from a coach or mentor, others from trial and error, failures and successes. But, whichever path is taken, there is a lot of work that goes into becoming experienced and knowledgeable, in **being a writer**. As the saying goes, practice makes perfect.

As a professional writer, I know the importance of being part of a writing group to help, with not only the craft of writing, but how to make money writing, and that includes using various marketing strategies. So, you can look into writing groups that have new and experienced writers and look into a membership site that has a qualified instructor / coordinator.

Editing Books Like a Pro Resources

Writing and Editing Articles:

The Stages of Editing

<http://margaretfisk.mmfcf.com/blog/?p=1381>

Should You Hire a Professional Editor

<http://writerunboxed.com/2010/03/19/should-you-hire-a-professional-editor/#more-2828>

Read the comments also

Some Rules on Grammar

<http://www.chompchomp.com/rules.htm>

Writing tips on sentences by Vivian Zabel

<http://4rvreading-writingnewsletter.blogspot.com/2011/03/writing-tips-sentences.html>

9 Forms of the Past Tense

<http://www.dailywritingtips.com/9-forms-of-the-past-tense/>

Parts of Speech

<http://www.uottawa.ca/academic/arts/writcent/hypergrammar/partsp.html>

Writing with Variety - Grammar

<http://4rvreading-writingnewsletter.blogspot.com/2011/03/apparently-no-new-article-today.html>

100 Most Often Misspelled Misspelled Words in English

<http://www.yourdictionary.com/library/misspelled.html>

The Reader's Lament

<http://topics.blogs.nytimes.com/2011/10/04/the-readers-lament/>

Proofreading tips from Philip Corbett Times associate managing editor for standards editor

Microsoft's Word Writing and Editing Tools for Authors

<http://blog.publishedandprofitable.com/2009/12/microsoft-words-writing-editing-tools-for-authors/>

Giving Basic Writing Advice

<http://www.karencioffiwritingandmarketing.com/2011/02/giving-basic-writing-advice.html>

Writing and Editing Books

Chicago Manual of Style

The Essential Guide for Writers, Editors, and Publishers

Grammar Girl's Quick and Dirty Tips for Better Writing

by Mignon Fogart

The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success

by Carolyn Howard-Johnson

The Great Grammar Book

by Marsha Sramek

The Little, Brown Essential Handbook

by Jane E. Aaron

The Analogy Book of Related Words: Your Secret Shortcut to Power Writing

by Selma Glasser

Stephen King: On Writing

by Stephen King

Writing Resource Sites

EduFind.com Grammar Help

http://www.edufind.com/english/grammar/grammar_topics.php

Purdue University General Writing Resources

<http://owl.english.purdue.edu/owl/section/1/>

EduFind.com on English Verb Tenses

http://www.edufind.com/english/grammar/summary_of_verb_tenses.php

Purdue Online Writing Lab on English Verb Tenses

<http://owl.english.purdue.edu/owl/resource/601/01/>

More Tools for Your Writing and Online Marketing Journey

Give Your Author/Writer Business a Boost with Inbound Marketing

Basic Website Optimization, Blogging Smart, Email Marketing, and Social Media Marketing

It's a 4-week in-depth and interactive, in depth e-class through WOW! Women on Writing and covers all the tools you'll need to build author/writer visibility and your audience, and boost traffic and sales.

CLICK THE LINK BELOW to check out all it includes:

http://wow-womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php

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Create Your WordPress Website Today

No code, no technical stuff, no fuss (it's easy-peasy)

If you don't have a website up yet or need to tweak an existing one, stop procrastinating. This 5-day e-class will show you, step-by-step, how to create your own effective WordPress Website. There's video instruction, one-on-one with the instructor, and lots and lots of information and guidance. Create it in ONE day or take up to FIVE days!

CLICK THE LINK BELOW for all the details:

http://www.wow-womenonwriting.com/classroom/KarenCioffi_CreateYourWebsite.php

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Blogging Made Easy

Simple Steps to Building Your Online Platform and Authority

This 4 week interactive class will lead you by the hand (interactive), step-by-step through the blogging process. You'll feel comfortable and confident about how to blog in no time.

If you're an author, writer, or home business this class is for you!

CLICK THE LINK BELOW to see all that's included:

http://www.wow-womenonwriting.com/classroom/KarenCioffi_BloggingMadeEasy.php

Next up is using animation as part of your marketing strategy.



It's been proven that animation converts – this means it helps you get more subscribers to your email list and it helps get you more sales. You need all the tricks you can get your hands on to get an edge, this is a great one.

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About the Author

Karen Cioffi is a multi-award-winning author, ghostwriter, freelance writer, editor, and author-writer-home business online platform marketing instructor.

You can learn about Karen at:

<http://karencioffifreelancewriter.com/about-karen-cioffi/>

Writing for Children with Karen Cioffi

Ghostwriting, Rewriting, Editing

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Writers on the Move

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Nothing ventured, nothing gained!

“It’s not what you’ve done that matters - it’s what you haven’t done.”
~ Mark Twain