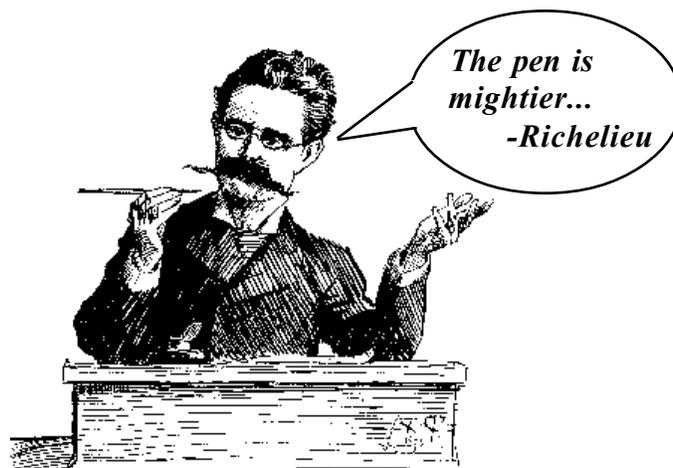


How a Freelance Writer/Editor Can Help Your Business



What You Need to Know About Writers and Editors?

Who is a Writer?

A writer is a highly skilled professional who renders a professional communication service.

A writer is a person who can package your information into clear, concise and readable copy that conveys your message in an unambiguous manner.



Who is Not a Writer?

Though highly competent in their own jobs, here are some examples of people in business and industry who need a freelance to help them:

The manager who has no time to sit down and craft an overdue report or write the proposal that will change the company's future.

The engineer who designed the system or built the product.

The sales manager or rep who must keep his attention on the sales effort.

The programmer who has written the world's most elegant code.

The secretary who has been given company newsletter responsibility.

The master machinist who must write a procedure manual for new hires.

The trainer who must develop a training program that will be used across the entire company.

The human resources manager who must develop a handbook and orientation seminar for new employees.



Subject matter knowledge is not enough these days. One must be able to communicate that knowledge successfully to others. If you don't have the time or expertise, you need help.

Who is an Editor?



An editor is a highly skilled professional who can take existing copy and polish it until it reads clearly and smoothly.

An editor can fix the problems in a piece of someone else's writing without changing the tone or content of the original.

An editor knows grammar and spelling, and does not rely on grammar and spelling programs. His work should be invisible to the reader.

An editor is a professional who can turn dyslexia into literature.

Who is Not an Editor?

Although many of these people might have technical understanding and skills, they may or may not make a good editor:

A well-intentioned person with opinions. This might be the person who should have taken on the project in the first place... if they can write coherently.

Someone who disagrees with what the original writer said. Editing does not mean changing the content; it means improving the readability and ease of understanding.

Someone with a degree in English literature. To function as an editor, it is not enough to know English well.

Someone who doesn't care about the company image. Does this need explanation?



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Advantages of Using a Freelance Writer/Editor

1. Low overhead. A freelance is brought aboard for a project or to satisfy a deadline, but there is no need to maintain the person on payroll and benefits.
2. Limited supervision. After the project parameters are discussed and agreed upon, a freelance is set to the task and will return with a finished product.
3. Fresh viewpoint. An outsider brings in a different view of the problem and fresh ideas toward its solution.
4. A professional writer has finely tuned word skills. Writing work cannot be considered "other duties as assigned."

When Working With a Freelance...

Do This...

Do ask for help when you need it. Don't try to shoulder the entire project burden by yourself.

Do schedule resources (people, equipment, etc.) well in advance of deadlines.

Do give your freelance access to all pertinent information and background material. Discuss the political considerations if they will effect the content of the communication.

Don't Do This...

Don't leave your project until the last minute. Plan ahead.

Don't underbudget. Quality professional writing is worth what you pay for it in conciseness, clarity and effect.

Don't assign writing work to the first warm body encountered at the water cooler.

What Types of Projects Can a Freelance Writer/Editor Help With?

Advertising	Multimedia
Annual Reports	Newsletters
Articles	Personnel Manuals
Books	Presentations
Brochures & Pamphlets	Press Releases
Business Plans	Procedure Manuals
Case Histories	Proposals
Catalogs	Reports
Circulars	Sales Letters
Commercials for Radio and TV	Scripts for Film and Video
Data Sheets	Seminar Materials
Direct Mail	Slide Presentations
Employee Communications	Software Documentation
Fliers	Speeches
Instruction Manuals	Technical Papers
Invoice Stuffers	Trade Show Displays
Labels/Packaging	Training Materials
Meeting Packets	Web pages



What Departments Can Use Freelance Writer/Editor Help?

Advertising	Maintenance
Accounting	Product Development
Corporate Communications	Public Relations
Customer Relations	Sales
Historian & Library	Software Development
Human Resources	Technical Publications

Business Policies

Writing services are generally billed at a fee agreed upon for a project.

All fees are due when product is delivered. An advance deposit of ½ the total billing is required. Billing is available to established clients.

Expenses incurred on assignments will be paid by the requesting party.

Pure editing services are billed at \$45 per hour.

Typical fees for a variety of assignments are as follows:

Annual report	\$3,000 - \$10,000
Audiovisual script	\$100 - \$300 per minute
Feature article	\$300 - \$3000
Booklet	\$800 - \$1,500
Brochure	\$200 - \$750 per page
Business plan	\$1,000 - \$5,000 and up
Instruction manual	\$65 - \$100 per hour
Newsletter (layout additional)	\$300 - \$500 per page
Press release	\$100 - \$500
Proposals	\$65 - \$100 per hour
Radio commercial	\$300 - \$600
Report	\$65 per hour
Sales letter	\$200 - \$1,000 per page
Speech (20 minute)	\$1,500 - \$4,000

Who Is This Guy?

Michael Havelin is a widely published professional writer and photographer with more than 20 years experience in communication of facts and ideas. A former practicing attorney, Michael has traveled widely and brings a broad base of language and world knowledge to his work.

Havelin is editor and publisher of two national magazines, *Shooter's Rag*, a how-to photography magazine, and *Dialed In!*, a motorcycle road racing newspaper. He is the author of *Photography for Writers* and *Practical Manual of Captive Animal Photography*, has done layout work and edited books and articles for individuals and corporations. His articles and photographs have appeared in *National Parks*, *World & I*, *WildBird*, *Florida Wildlife*, *American Survival Guide*, *NOAA Diving Manual*, and other places.

Writing Project Info Form

Requestor

Name: _____ Phone: _____

Project Title or #: _____

Project Description

Bill To

Company Name: _____ Phone/Fax: _____

Address: _____

Budgeted Amount: \$ _____ Agreed Price: \$ _____

Deposit Received: \$ _____ Balance Due: \$ _____

Requestor Approval _____ Date: _____

Assignment Accepted _____ Date: _____



**So let's get
together and
solve some
of your
communication
problems.**

**What have you got
to lose?**

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