

# SWL MEDIA AND LEARNING CENTER

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## Editorial Process

*Editing is art. Proofreading is science.*

Depending on the Agreement all or some of these services are included.

### Developmental Editing

#### Deliverable: Reader Report

Editor reviews manuscript from a broad perspective and suggests improvements in organization, structure, and consistency. In addition, the editor might point out issues with setting, characterization, narrations vs dialog. point of view, tension, or conflict.

### Substantive or Copy Editing

#### Deliverable: A marked up version and a clean version of manuscript with comments, if needed.

Editor focuses on the finer points of structure - chapter or paragraph organization, transitions - fixes awkward sentences, eliminates verbiage for conciseness, and corrects grammar, misspelled words, or punctuation. Editor might exchange passive verbs for active verbs and could add transitions in between and within paragraphs.

### Proofreading

#### Deliverable: A clean manuscript ready for publication

Proofreader scrutinizes the writing for minor spelling errors, extra or missing spaces, missing or double end punctuation, margin consistency, fonts, numbering, and so on. Website copy is checked for link accuracy, keywords, and meta data.

### Publishing

#### Deliverables: eBook and/or softback on Amazon; eBook on Smashwords

SWL Media and Learning Center will help with cover design, pricing, and keywords and publish the author's work on Amazon and Smashwords. Final prepublication is the author's responsibility.

Other Services - Illustrations, Self-Publishing, PowerPoint Presentation, Audio Production, and Video Production.

Please let us know if you have any questions. If you want to discuss your project, please email us at [swlwriter@gmail.com](mailto:swlwriter@gmail.com) or call 678 848 8246. We'll respond promptly.



Larry Paz