



WRITE IT WELL'S WRITING AND EDITING SERVICES

EDITING SERVICES | WRITING SERVICES | EXEMPLARY DOCUMENTS
STYLE GUIDES | PDF LAYOUT | EDITING WITH LEARNING FEEDBACK

An Overview of Write It Well's Writing and Editing Services

This interactive PDF outlines six related Write It Well services:

- **Editing** documents you've already written so your readers will find them clear, concise, and engaging
- **Writing** documents that effectively deliver your message
- Compiling **style guides** to help everyone at your organization produce consistently professional documents
- Creating **exemplary documents** that members of your organization can use as writing templates
- **Laying out** your documents as print- or Web-ready PDFs
- **Editing documents and adding feedback** on correct punctuation, grammar, and usage

Click on the navigation buttons below to move forward. Or click on the labels above to learn specific ways we can help your readers better appreciate your message.





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Editing Services

When you have a message but aren't sure how you'd like to phrase it, Write It Well can help. Or if you've already written a document but don't have the time to polish it, just send it to us.

When you send a document to Write It Well for editing, we put ourselves in both your and your readers' shoes. We'll make sure your prose represents you well before you print it, send it, or post it to the Web.

We ensure that meanings are clear and language is concise – saving time for your busy readers. We also work to ensure that sentences and paragraphs flow smoothly so your readers will find the document easy to follow. Our central goal is to make sure your readers respect your voice.

Here's a sample of a typical paragraph before and after Write It Well's editing suggestions:*

Before:

A level of reliability and robustness has been demonstrated by these open-source programs under fast changing conditions (including a huge and rapid increase in the Internet's size) that, considered against the performance record of even the best closed commercial software, is nothing short of astonishing.

After:

These open-source programs have demonstrated that they are reliable and robust under fast-changing conditions—including a huge and rapid expansion of the Internet. Considered against the performance record of even the best closed-source commercial software, this fact is nothing short of astonishing.



* Both these sentences are adapted from the Open Source Initiative's Creative Commons Attribution 2.5–licensed article [“Open Source Case for Business: Advocacy.”](#)

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Writing Services

Write It Well works with clients at all stages of writing. We can edit documents you've already completed, or we can help you expand an evolving idea into a solidly planned document that communicates effectively.

We'll listen as you explain the messages you need to convey in anything from a short blog post to a 400-page report. We'll identify core themes, plan the document's structure, and draft language that's true to your voice.



Exemplary Documents

Write It Well partners closely with managers and stakeholders to create exemplary documents – model examples of one type of document that many people need to write. Employees then have a template to follow for each new document they draft to represent the organization.

Exemplary documents can save many people a great deal of writing time. These Write It Well deliverables help you decide what kinds of writing best represent your organization, and they offer ways for all the organization's writers to stay on the same page.





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Style Guides

Style guides are collections of guidelines that all the members of an organization follow. The guidelines help a small or large group of people present a coherent image through all documents they produce for external audiences.

Style guides can include visual guidelines (e.g., for using a company's logo) and editorial guidelines (e.g., for punctuation

rules). A style guide can also help everyone find standardized language to refer to distinctive products and services.

Write It Well style guides help employees grasp fundamental design and writing principles, and they help managers feel secure about outgoing documents' quality and consistency. These benefits apply across divisions, offices, and regions.



PDF Layout

Write It Well uses Adobe InDesign CS5 to lay out print- and Web-ready PDFs (like this one). Just send us your preferred colors and fonts, tell us what kind of document

you're looking for, and we'll prepare your newsletter, report, technical manual, or book. The document's design will represent your organization as well as its language does.





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Editing with Learning Feedback on Grammar, Punctuation, and Usage

Write It Well provides personalized analysis of writing samples as a tool to help you, or individual writers at your organization, understand essential writing techniques.

You can send us a document you've already written for work. Or send us an important pending document that must have impeccable language before you send it out.

We'll explain patterns of problematic writing. More importantly, we'll help you build on your writing strengths to send out future documents with increasing polish and confidence.

We'll highlight nonstandard language; explain rules for grammar, punctuation, and word usage; and suggest revisions at the document-outline, heading, and sentence levels.

This feedback is appropriate whether English is your first or second language. You'll master the commonly confused words and idioms that you need to use correctly for work.

As with all Write It Well's learning services, the job-relevant context makes our feedback immediately applicable to your daily professional needs.





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About Write It Well

Write It Well is a Bay Area-based, woman-owned training, consulting, and publishing firm. For thirty years, we've helped busy professionals improve all aspects of their business communications.

Our books include [Essential Grammar: A Write It Well Guide](#); [Professional Writing Skills: A Write It Well Guide](#); [Writing Performance Reviews](#); the forthcoming [Reports, Proposals, and Presentations: A Write It Well Guide](#); and the e-learning module [Just Commas](#).

We offer a host of online and on-site trainings to improve the writing skills of any group of businesspeople. Our programs

include [Business Writing](#), [Effective E-Mail](#), [Essential Grammar](#), [Marketing Writing](#), [Reports and Proposals](#), [Superintendents' Workshop](#), [Technical Writing](#), and [Writing Performance Reviews](#).

Individualized writing-skills programs are also available, such as Creative Briefs, Web Copy, and Requests for Proposals (RFPs). We can tailor a program to the writing needs of any organization or individual businessperson.

For more information please visit [our website](#), send an e-mail to natashaterk@writeitwell.com, or give us a call at (510) 655-6477.

