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TOUCHSTONE: a test or criterion for determining the quality
or genuineness of a thing; see STANDARD.
– *Webster's Eleventh Collegiate Dictionary*

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Editorial Guidelines

Structural/Substantive Edit*

Improve overall manuscript organization and flow:

- ◆ Reorder sections for logical progression
- ◆ Maintain consistency in and development of characters and themes
- ◆ Ensure logical and consistent plot progression and pacing
- ◆ Eliminate repetition and wordiness
- ◆ Smooth paragraph and sentence structure, transitions, and dialogue
- ◆ Refine word choice
- ◆ Reword clichés
- ◆ Rewrite for clarity and reader engagement
- ◆ Tighten action and pacing
- ◆ Indicate missing information
- ◆ Do basic fact-checking
- ◆ Offer recommendations on more extensive rewrites
- ◆ Maintain reading level appropriate for target age group

Line/Stylistic Edit

Provide non-mechanical line-by-line editing for style and readability:

- ◆ Smooth paragraph and sentence structure, transitions, and dialogue
- ◆ Refine word choice
- ◆ Reword clichés
- ◆ Rewrite for clarity and reader engagement
- ◆ Tighten action and pacing
- ◆ Indicate missing information
- ◆ Do basic fact-checking
- ◆ Offer recommendations on more extensive rewrites
- ◆ Maintain reading level appropriate for target age group

Developmental review/evaluation*

Critique for strengths and weaknesses:

- ◆ Thematic progression
- ◆ Overall flow, structure, and organization
- ◆ Character motivations and growth
- ◆ Plot development, logic, and consistency
- ◆ Action and pacing
- ◆ Continuity of timing and location
- ◆ Critical scenes and their effectiveness
- ◆ Genre expectations
- ◆ Tone and language level
- ◆ Grammatical and stylistic concerns

Ghostwrite*

Create new manuscript to client's specifications:

- ◆ Organize and develop material based on client's content and research
- ◆ Write original text
- ◆ Do fact-checking

Writing Coach

Offer guidance and feedback in one-on-one sessions:

- ◆ Advise on organizing, outlining, researching, developing, and writing
- ◆ Help determine appropriate narrative, voice, style, and tone
- ◆ Establish and oversee goals and milestones
- ◆ Provide encouragement and celebrate progress throughout the writing process

Copy Edit

Correct mechanical and grammatical issues in manuscript draft:

- ◆ Ensure clarity and precision in language
- ◆ Correct spelling, grammar, syntax, and punctuation
- ◆ Fix transposed words or letters
- ◆ Establish consistency in spelling, numerals, hyphenation, and capitalization

Proofread

Correct mechanical and grammatical issues on typeset copy:

- ◆ Identify and correct typographical errors, as much as humanly possible



**Includes a detailed book map that tracks themes, characters, plot, and action chapter by chapter to clarify the story progression and highlight any gaps.*