

# HOW TO WRITE THE PERFECT FICTION EDITORIAL REPORT

FOR LINE EDITORS AND COPYEDITORS

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# CONTENTS

## INTRODUCTION

### WHAT'S INCLUDED?

- Webinar and ebook
- The editorial report template
- The content checklist
- Sample editorial reports
- Case studies
- Tutorials
- Additional help

## MODULE 1

### THE 7 GOALS OF A STANDOUT EDITORIAL REPORT

- Goals that benefit the editor
- Goals that benefit the client
- Goal 1: Save time
- Goal 2: Demonstrate editorial excellence
- Goal 3: Build trust
- Goal 4: Compel future commissions and recommendations
- Goal 5: Offer a comprehensive learning tool
- Goal 6: Take a mindful approach
- Goal 7: Provide a solution-based critical review
- Linking to other editors' content
- For you to do

## MODULE 2

### REPORT STRUCTURE

The broad structure

Introduction

Bigger-picture observations

Narrative analysis

Dialogue (and thoughts) analysis

General punctuation, spelling and grammar evaluation

Layout review

Any outstanding issues

Summary

The substructure

The editorial report template

Knowledge gaps?

For you to do

## MODULE 3

### ON-BRAND DESIGN

The client's state of mind

No design skills needed!

Cover page

How to upload a custom cover page

Styles

Using more than one brand colour

Logo

Contact information

Fonts – consider size and readability

Spacing

Clear headings

Contents list

Save as a PDF

For you to do

## MODULE 4

### POPULATING THE REPORT

The overviews

The evaluations

The problem examples and solutions

The example(s) of good practice

Further reading

Saving time with the content checklist

Fearing repetition when reporting for repeat authors

For you to do

## MODULE 5

### REPURPOSING FOR ADDED VALUE

1. Link to your existing blog content
2. Create booklets
3. Create a video tutorial
4. Create a quick-and-dirty ebook
5. Present your knowledge
6. Social snippet shares
7. Write a blog

8. Scour your previous reports and edited files

9. Record audio content

Is repurposing worth the bother?

For you to do

## MODULE 5

### CASE STUDIES

Client 1: David U

Outcome: How I failed

Client 2: Ram D

Outcome: How I achieved a win

Client 3: David C

Outcome: How I persuaded (tacitly)

Do no harm