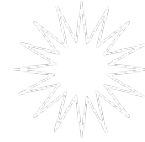
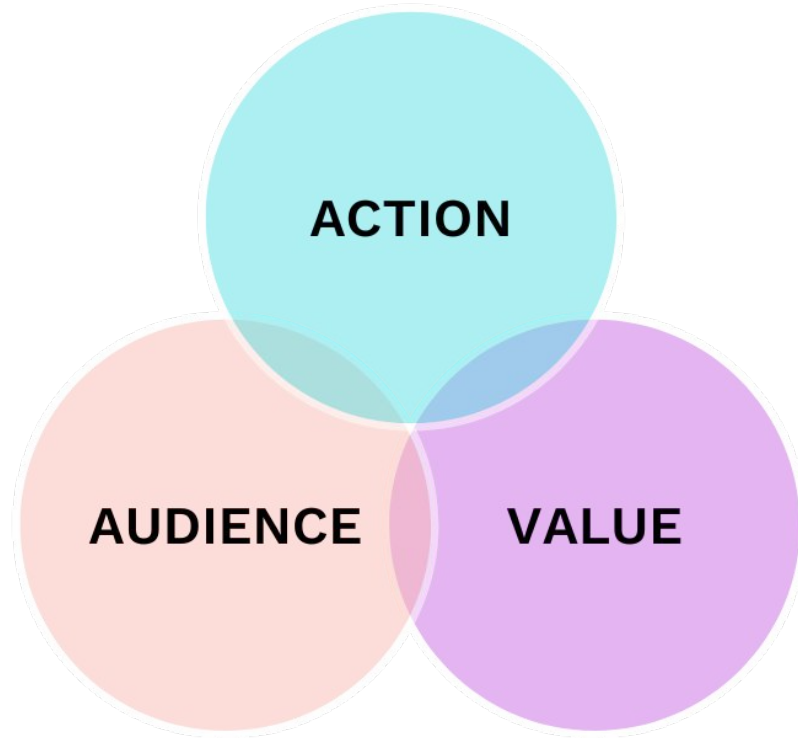


**Editing your writing**

**Spell check is good enough?  
FALSE.**

**Spell check is NEVER good enough.**

# Writing for an audience



**Making words count +  
getting personal with your audience +  
your tone of voice +  
making your words sticky +  
(maybe) using a template =  
Simple, engaging, optimized content**

# **Five limiting beliefs about editing**

- 1. I'm not a grammar guru**
- 2. I'm bad at spelling**
- 3. I don't have time to really polish this writing**
- 4. No one will notice a few mistakes**
- 5. There's no point, my writing doesn't impact anyone/anything anyway**

**Why edit?**

# **Editing for narrative clarity**

# Before you edit...

1. Who is the audience?
2. What is the business purpose of this piece?
3. What is the intended value this piece offers?
4. What is the call to action?



Hey freinds! 🌻🌿

As we all know mental health is so important and taking care of our minds is just as crucial as taking care of our bodys. Today, we wanted to talk about three amzing benefits of gardening on our mental health. 🌱

Not only dose gardening help reduce stress, but it also promotes mindfulness. When we are tending to our plants, we are fully present in the moment, focusing on the task at hand. The mindfulness can help us quiet our minds and be more in tune with our surroundings, helping us feel more grounded and centered. So, lets get our hands dirty and reap the mental health benefits of gardening! 🌻🌱 Whether you have a small balcone or a spacious backyard, gardening can be a fulfilling and rewarding hobby that nourishes our minds and bodies.

Gardening has been proven to be a fantastic way to reduce stress and anxitey. Spending time outdoors, getting our hands in the soil, and tending to plants can have a calming affect on our minds. It allows us to disconect from the hustle and bustle of everyday life and connect with nature which could be incredibly theraputic.

Gardening also provides a since of accomplishment and pride. Watching our plants grow and thrive under our care can boost our self-esteem and sense of purpose. It gives us a sense of achivement and satisfaction, which can greatly impact our mental well-being.

Furthermore, gardening encourages physical activity and exposure to sunlight, both of which are know to positively impact mental health. Being active outdoors and soaking up some Vitamin D from the sun can help improve mood, increase energy levels, and reduce symptoms of depression. Lets prioritize our mental health and nurture ourselves through the joy of gardening! 🌿🌻 #MentalHeathMatters #GardeningForWellbeing #SelfCareSunday

- 1. TRACK YOUR CHANGES!!!**
- 2. Read it aloud**
- 3. If you catch typos or grammatical errors, correct them now**
- 4. Start with the first sentence, then the first paragraph. Ask yourself these three questions:**
  - a. Does every sentence make sense?**
  - b. Does this paragraph make sense?**
  - c. Does the last sentence support the first sentence?****Repeat this with every paragraph.**
- 5. What does the first paragraph promise?**
- 6. Does the last paragraph fulfill that promise?**

- 7. Is the audience clear?**
- 8. Is the value clear?**
- 9. Is the call to action clear?**
- 10. Can I say this better?**

**Can I say this better?**

**Can I say this better?**

**YOU KEEP USING THAT  
WORD**

**I DO NOT THINK IT MEANS  
WHAT YOU THINK IT MEANS**

**Editing for grammar/punctuation**



**RJ**

@RedArmband



COMMAS ARE IMPORTANT  
PEOPLE



**Shadio'**

@onlyshadiomar



COMMAS AREN'T PEOPLE.

1. Print it out
2. Read it line by line
3. For each sentence, make sure:
  - a. Everything is spelled correctly (watch out for those hymonoms)
  - b. You're using active voice
  - c. The sentence is otherwise grammatically correct
  - d. You've included the appropriate punctuation



**You certainly can go through to check for run-on sentences, subject/verb agreement, apostrophes and commas, etc., but the simplest way to edit is to simplify your sentences.**

**Editing for visual balance**

# **Working with an editor**

# **Why working with an editor sucks**

- 1. It's vulnerable to invite critique**
- 2. Danger of too many opinions**
- 3. There's no point, my writing doesn't impact anyone/anything anyway**

# **Tips for working with an editor**

- 1. Always use Track Changes**
- 2. Edit the work yourself FIRST**
- 3. Remember, opinions are just opinions and style is just style**

**Tools to help**

**Thanks for coming!**  
**See you in the Teams channel!**