



Lola Mehlenbacher, Consulting Writer and Editor

WRITING AND EDITING SERVICES

- best practices and processes
- business plans
- business proposals and correspondence
- documentation audit and re-design
- documentation project management
- IT requirements, specifications, quality assurance, and user documentation
- IT training manuals and training delivery
- Minister's correspondence and briefing documents
- plain language consulting and training services
- policies, procedures, and standards
- requests for proposals, quotations, and expressions of interest
- research and documentation
- strategic and operational plans
- technical reports and manuals
- website and marketing documents
- workshop and meeting facilitation

PLAIN LANGUAGE SERVICES

- writing plain language documents
- editing documents by applying plain language principles
- coaching writers in the application of plain language principles and assessing their work products
- training writers and editors to apply plain language principles and to use plain language strategies and tools



EDITING SERVICES

Lola has been delivering writing and editing services to public and private sector clients for 20 years. She is strongly committed to delivering **plain language** documents that are clear, comprehensible, and accessible. She delivers editing services at five levels of complexity:

1. **Proofreading**
2. **Copy Edit**
3. **Structural Edit**
4. **Stylistic Edit**
5. **Substantive Edit**

1. **Proofreading**

Proofreading involves a final check on the document to correct unintentional errors in **spelling, grammar, and punctuation**.

2. **Copy Edit**

In addition to **proofreading**, a copy edit identifies and addresses errors in **syntax and usage**, including ambiguous references, awkward transitions, repetition, clichés, and over-use of the passive voice.

3. **Structural Edit**

A structural edit examines and provides advice regarding the **completeness** of the information, the **appropriateness** of the delivery for the intended audience, and the **organization and presentation style** of the document.

4. **Stylistic Edit**

A stylistic edit involves **re-organizing, re-writing, and re-formatting** the document to increase accessibility, improve phrasing, clarify meaning, correct minor factual errors, and enhance the logical flow of ideas.



5. Substantive Edit

A substantive edit includes **document re-design, content analysis** and **research**, a **structural edit** and the required organizational changes, a **stylistic edit** and the required re-writing, and a final **copy edit**.

The substantive edit is a comprehensive process that addresses several documentation challenges, including:

- **document design** cover page, table of contents, index, tabs, executive summary, introduction, conclusions, section breaks, headings and sub-headings, page headers and footers, design styles and fonts, pagination, treatment of lists and bullets, nesting of subordinate details, appropriate use of white space, appropriate design of graphics, transitions between content clusters, and general aesthetics.
- **overall organization** logical flow of headings and nested details.
- **content organization** logic, unity, structure, transitions, and summaries.
- **language style** consistency and appropriateness of tone, voice, and language level.
- **paragraph structure** organization, length, coherence, and transitions.
- **sentence structure** syntax, variety, parallelism, clarity of meaning, and precision of words, sentences, and paragraphs.
- **word usage** diction, voice, word choice, addition of clarifying words, and removal of redundancy and wordiness.
- **numbers/calculations** accuracy and consistency.
- **tables/figures/graphics** accuracy, consistency, and correspondence to text.
- **writing technicalities** spelling, grammar, punctuation, and formatting.

The client can reduce the scope of the substantive edit as appropriate, depending on the writing skills of the original author, the nature of the intended audience, and the importance of the document's impact.