



An Introduction to
tellwell
editorial



So you have written a manuscript, and you're pretty sure it's good. It's finished. Well, it feels finished. You've taken it as far as you can, and it's the best that you can make it. A friend and a family member have read it and both said it was great.

Now what?

Professional editing!

What does Tellwell Editorial offer?

The aim of Tellwell Editorial is to provide outstanding editorial services at competitive rates and within an unparalleled timeframe. Our goal is to use our extensive knowledge and expertise to help authors understand that having their work professionally edited has a positive impact on their writing, the marketability of their published book, the level to which readers will engage with it, and their credibility as a published author.

What does editing do?

Editing brings fresh eyes and an objective new perspective. It looks for sense, logic, believability and meaning. It tests consistency, and ultimately improves your writing. It interrogates the overall content and structure, and examines the details at the word and punctuation level. It pushes authors to improve and helps them develop a discerning eye. It adds value and quality to a manuscript.



Great people and great services. The editor works not only on grammar and structuring, but also as a great adviser. This editing service saved me from a lot of potential embarrassment. Can't thank my Tellwell editor enough!

– Jenkins Barkar, author of *Empathy: The Key to Diversity*

I felt that the editing was highly professional and extremely useful. My Tellwell editor has obvious outstanding qualities of intelligence, sensitivity, discernment and empathy which would undoubtedly serve her well in her role as editor. Her encouragement was much appreciated, and I know that the quality of the book will be greatly improved through her recommendations.

– Philip Leighton-Daly, author of *The Boiling Toad*

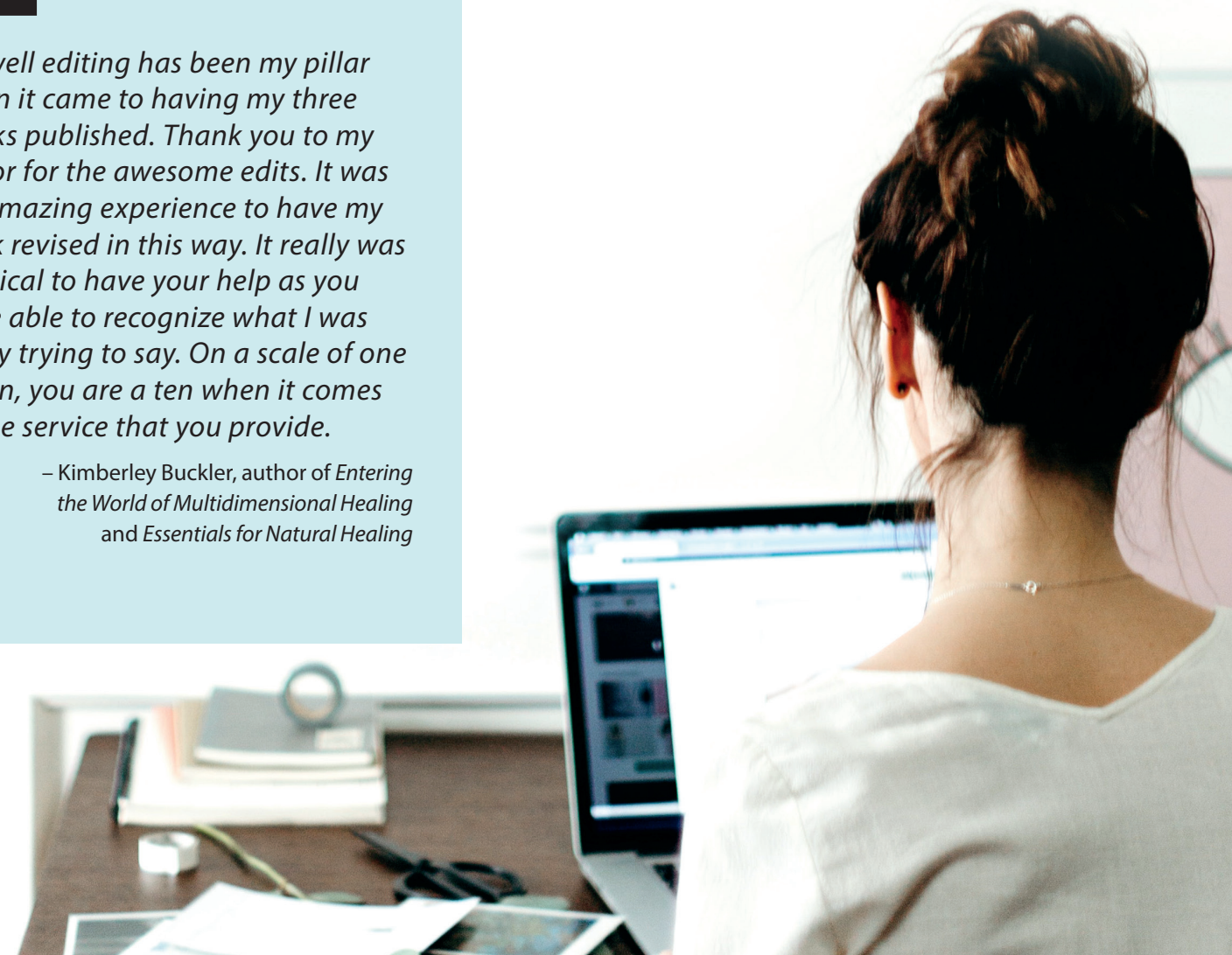
Why does editing matter?

There is an unwritten contract between the author and their readers—a trust that is intact when a book is purchased, picked up, and opened. Not having the book edited is a surefire way to break that trust: it doesn't take very many typos and errors to dissolve the author's credibility. Long term, it helps authors sharpen their eye and hone their skills as a writer and self-critic; if they get editing for this book, the quality of their writing will likely improve for their next one. Authors who plan to market their book in any way should also plan for professional editing. Nothing is more disappointing than sending your published book out for reviews, only to receive low ratings based solely on how unpolished the final version is.



Tellwell editing has been my pillar when it came to having my three books published. Thank you to my editor for the awesome edits. It was an amazing experience to have my work revised in this way. It really was magical to have your help as you were able to recognize what I was really trying to say. On a scale of one to ten, you are a ten when it comes to the service that you provide.

– Kimberley Buckler, author of *Entering the World of Multidimensional Healing and Essentials for Natural Healing*



Common misconceptions about editing

'Thanks, but I don't need editing.'

Every author has an editor; every book you've picked up off a shelf in a bookstore has been edited—it is an essential stage in book publishing, and books published through the traditional publishing model undergo multiple rounds of this vital process. Editing is so much more than replacing missing periods and repairing sentence fragments; editing is about style and nuance, it's about the big picture of a narrative, it's about character and logic and removing unintentional puns, it's about a fresh set of eyes reading your work as a reader would: critically and with curiosity, excavating meaning and bringing it to the surface.

'It's not worth the money.'

Along with marketing your finished product, investing in professional editing will give your book the best possible start in the world. It's true that deciding to have your book edited can substantially add to your initial costs, but the investment will increase the quality of your final product exponentially. Moreover, professionally edited books have the potential to see greater long-term success in terms of marketing and sales, and fewer complaints from reviewers, booksellers and customers. As Mark Twain is famously quoted as saying, "The difference between the nearly right word and the right word is the same as the difference between lightning and the lightning bug."



I am a first-time author of a children's book and someone who didn't have a clue as to how the editing process works until I was introduced to Tellwell. I purchased the Substantive Edit and couldn't be more thrilled! My editor was awesome. She helped me with punctuation and grammar etc., but what was most exciting was the idea to add a line at the end of my inspirational poem that would tie everything together nicely. There was so much respect involved in the process. It was always up to me to reject or accept the recommendations. Having a fresh pair of eyes – along with the editor's expertise – going over my manuscript and guiding it towards becoming the best it could be... it was an amazing experience.

– Nicole Blais, author of *Proud to Be Me!*

'The writing won't be mine anymore.'

Many authors worry that hiring an editor will interfere with their voice and vision, but this is not the case. Our process ensures that the final say regarding all content remains with the author. Editors meticulously track their changes so that they are easy to review, and it is up to the author to either accept or reject these changes. A great editor keeps your voice intact; they work intuitively with the voice of a text, within the parameters of what's already on the page. The final, edited version is still *yours*... only better.

Tellwell's approach to quality control

Tellwell Editorial values quality, accuracy, and above all, great books. Sourcing your own editor independently can be a tedious process of trial and error; working with Tellwell's team removes all that legwork. Our department consists of carefully curated and highly experienced editors, all of whom have undergone a rigorous testing, interview and onboarding process. Each editor is recruited based on proven expertise, dedication to their craft and passion for the written word.



As I told my editor during the first round of substantive editing, it provoked a creative crisis but an essential one. It proved to be an inspiring master class and made me a better writer. Grateful thanks to my project manager for matching me up with my editor, and my sincerest thanks to the entire Tellwell team.

– Peter Gribble, author of the *City of Magicians* trilogy

Our managing editor brings to the department fifteen years' publishing and editing experience, holding a BA in creative writing and an MA in publishing and editing. She monitors the output of the entire editing department with a focus on quality control and team development. As author satisfaction is her main objective, standards are exceptionally high; many of our editors come to us through professional associations and hold industry-recognized accreditation and/or related university degrees.

Tellwell offers its editors a fun, collaborative and supportive environment—something not many remote workers have access to—which lends itself to a happy and motivated team who are empathetic, rigorous, detail-oriented, and simply put, the best editors around.



What do I need, and what do I get?

All you need in order to get going is your completed manuscript and access to Microsoft Word. Depending on which of Tellwell’s editorial services you engage, our team provides authors with the following:

Product	Description	Benefit
Custom Style Sheet (all services)	This document includes a personal letter from your editor, as well as a list of the reference materials used, the editorial decisions made throughout and an A–Z word list of manuscript-specific terms and their usage.	It will not only help you better understand the work the editor has done, but will also assist with your revisions by encouraging consistency. It also helps many authors improve their writing and style, and can assist any future editors that may work on the manuscript.
Evaluation Report (Editorial Evaluation service only)	This is a 7–10 page report that breaks down your manuscript into several of its elements, which are then examined in-depth by the editor.	It will help you gain an outside perspective on your manuscript, as well as an idea of its strengths and areas for improvement.
Edited document with changes (all services)	This is your original Word .doc, but with all of the editor’s comments, insertions and deletions tracked, line by line, using Word’s Track Changes function.	It allows you to go through the editor’s work, edit by edit, and decide for yourself whether to accept or reject the suggestion.
Clean edited document (all services)	This is the edited Word .doc mentioned above, but with all of the editor’s changes already accepted and none of the markup showing.	It allows you to see what your manuscript would look like if you were to accept all of the editor’s suggestions. We call this the “clean” version because it is free of editorial markup.

Editing *is* right for you

Tellwell Editorial is committed to great service and quality. We want the very best possible outcomes for each of our authors. Sending them forth with a well-edited book is one of the most important ways we can help to ensure authors are well placed to meet their publishing goals.

Editing is right for you if you:

- Have written a manuscript
- Want your book to stand apart from the competition
- Think it’s important to have credibility as a writer
- Would like to improve your writing skills
- Value a second opinion
- Would like to eventually seek reviews and/or professional book marketing
- Strive for perfection.



I found my Tellwell editor to be exceptionally insightful and detail oriented, with a keen eye for changes that helped clarify the story – her expert help was greatly appreciated!

– Louisa Lawson, author of *The Little Bird Who Was Afraid to Fly*



I am very happy with the Tellwell editor assigned to me and her attention to detail on my story. She has been absolutely wonderful to work with and has great suggestions to help my story flow. I was very nervous and apprehensive at first, but I can say honestly that I thoroughly enjoyed the editing process. Everyone here is making self-publishing a breeze – thanks Tellwell team!

– Kyersten Kerr, author of *Frogs, Snails and Sasquatch Tales*