



**Carolyn Flower**  
International



Coaching. Authoring. Publishing

# **POLISH TO PUBLISH**

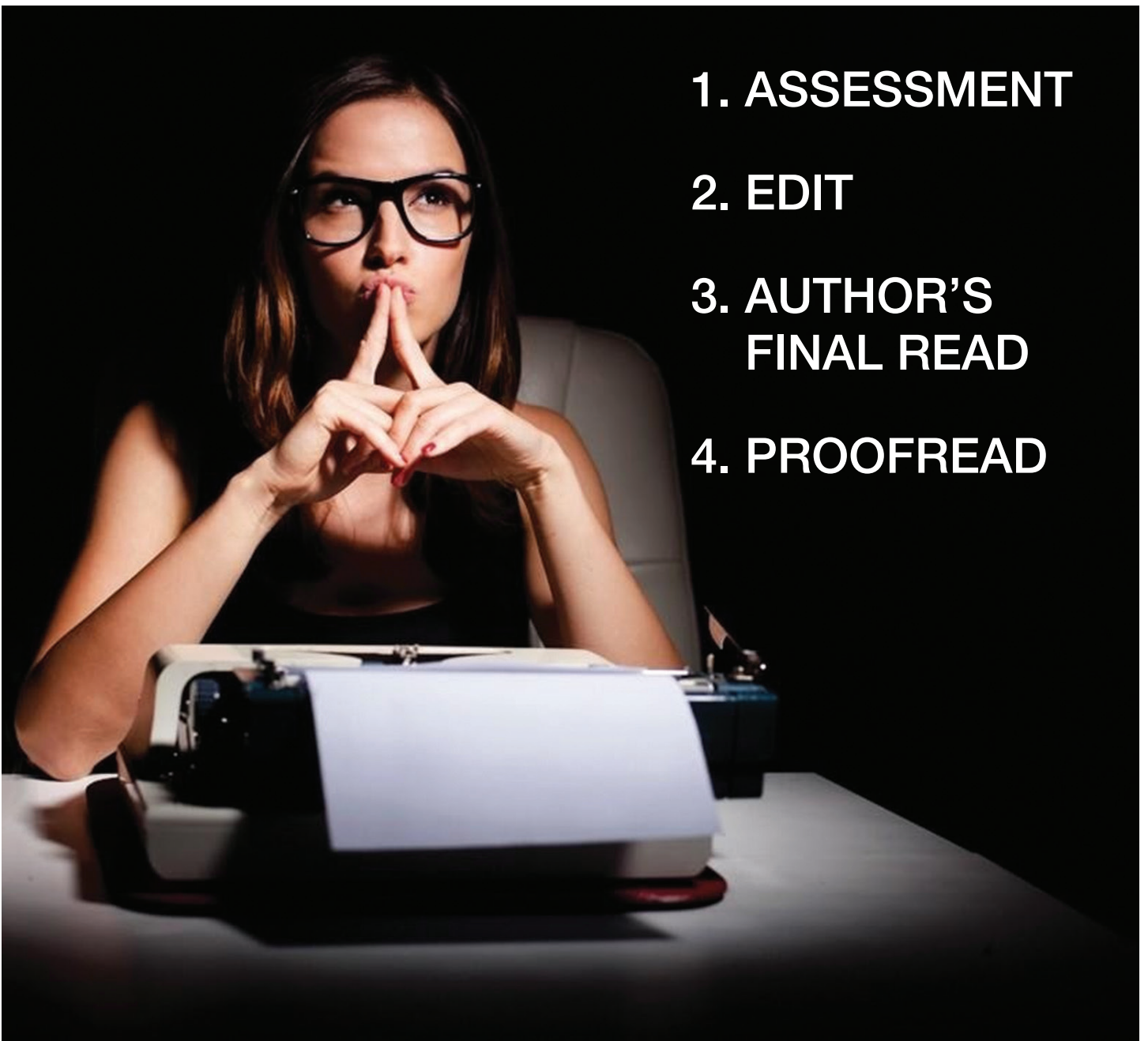
## **4-STEP SYSTEM FOR SUCCESS**

**1. ASSESSMENT**

**2. EDIT**

**3. AUTHOR'S  
FINAL READ**

**4. PROOFREAD**



# 1. ASSESSMENT

Manuscript appraisal gives a writer a fresh, objective outsider's perspective on their manuscript, a highly valuable resource. We go into your manuscript and “pick” it apart.

- Originality of the idea
- Author level of knowledge about the topic
- Author ability to convey the concept
- Quality of the writing
- Hierarchy of information
- Logical flow of information
- Overall structure/ways of restructuring
- Overall readability & accessibility
- Tone of voice – is writing style fresh?
- Balance of active versus passive voice
- Chapter titles
- Book title & subtitle
- Areas where interest is flagged
- Identify gaps or repetition
- Any unsubstantiated claims
- Attention to detail
- Use of case studies, testimonials, quotes
- Introduction of subtitles if appropriate
- Quality of author self-editing
- Formatting issues
- Target readership
- Does the book fit in the market?
- Content list
- Next steps



# MANUSCRIPT ASSESSMENT

*Assessment done by Richard Tardif,  
Executive Editor at Oxygen Publishing Agency*

## PLAGIARISM

After a throughout check for copying, pasting of other's content without attribution, after randomly selecting portions of the manuscript to compare against Google and Ask databases, to the best of my search, I can say that the submitted content is original.

## LIABILITY

I cannot find anything that would be considered liable to Oxygen Publishing Agency.

## SYNOPSIS

Nulla lacinia nisl mi, sed viverra metus cursus in. Donec id sapien mi. Sed blandit posuere elementum. Donec efficitur eu magna vitae sollicitudin. Integer eget tincidunt metus, nec maximus tellus. Ut ut nisi felis. Etiam aliquam dui tortor, eu commodo mi sollicitudin sit amet. Donec scelerisque, turpis nec pellentesque laoreet, nisl tellus eleifend arcu, eget ornare neque ligula a enim. Nam felis sem, tempus id aliquet sit amet, convallis eu arcu. Nam urna neque, faucibus eget orci a, scelerisque consectetur diam.

In my professional opinion, ... requires a thorough developmental editing before publication for the following reasons:

### 1. WORDINESS AND HARD-TO-READ SENTENCES

The large issue with the manuscript is the amount of hard-to-read sentences, and wordiness. Most sentences can be reduced in words by eliminating wordiness, creating two sentences from one sentence, or strategic use of commas, or rearranging words. Each chapter contains several hard-to-read sentences and wordiness. Below are some examples chosen from the content, with possible edit solutions. A thorough edit and rephrasing of these sentences will help with the fluidity of the content.

Actual Example	Possible Edits
We have been taught entirely the wrong things; none of this matters.	We have been taught the <b>wrong things entirely</b> ; none of <b>it</b> matters.
When I was a kid, I developed an obsession with old cars, engines, antique tractors, anything that looked and sounded cool.	When I was a kid, <b>I obsessed over old cars</b> , engines, antique tractors, <b>and</b> anything that <b>looked or sounded</b> cool.
Note that without direct access with your user and password, some social media sites will not allow posthumous modification.	<b>Note that some social media sites will not allow posthumous modification without direct access to your user name and password.</b>
...up instead in university with an interest in both theology and English literature.	...up instead in university with <del>an</del> interests in <del>both</del> theology, and English literature.

## 2. OVERSTATEMENTS AND TAUTOLOGIES

One sure way to undermine writer credibility and lose reader confidence is to overstate, intensify or exaggerate your claims. Using words like “never,” “always,” “greatest,” and “worst,” “most” “all” “really” “actually”, one needs to take special care to ensure that the assertions are true. In many cases, your argument will be much more persuasive if you qualify your comments and thus signal that your voice is reliable and trustworthy. Sometimes, an overstatement is useful, and this would require a careful edit.

EXAMPLE:

**Overstated:** He **never** has a good idea.

**Better:** I seldom agree with anything he says.

**Overstated:** No **one can beat** my friend at chess.

**Better:** No one in my school has ever beaten my friend at chess.

A tautology is the saying of the same thing twice in different words, generally considered to be unusable style (*they arrived one after the other in succession*). Or, **My own personal** journey. Here, the three first words refer to you, three times.

Overstatement Word	Number	Possible Edits
THAT	620	Most can be removed
SO	151	Remove most
VERY	533	Most can be removed
ONLY	39	Most can be removed
ALWAYS	85	Can choose to use some
OWN (TAUTOLOGY)	39	All to be removed
NEVER	59	40-50% can be removed
MOST	57	Active search to determine

### 3. EXPLETIVES

The three most common expletives are “it”, “there” and “that”. Notice how each of these sentences becomes more direct and forceful if we revise to eliminate the expletive. Not all expletives are eliminated, thus the need for editing.

Weak: **It is** necessary to avoid expletives if you want to write strong sentences.

Better: Avoid expletives to write strong sentences.

Weak: **There** are four reasons why I love my dog.

Better: I love my dog for four reasons.

Expletive	Number	Possible Edits
IT IS, IT WAS	801	Usually 90% can be removed
THERE	34	Usually 80 % can be removed



## 4. SENTENCE FRAGMENTS

A sentence fragment is part of a sentence punctuated as if it were a complete sentence. Some fragments lack a subject, a verb, or both. Here the highlighted prepositional phrase is punctuated as if it were a complete sentence.

EXAMPLE:

I was treated at the hospital. **For food poisoning.**

*More often, fragments contain a subject, a verb, and a subordinating word (although, because, etc.).*

**Corrected:** I was treated at the hospital. **Because** I ate the rotten lasagna.

Number of Sentence Fragments	Possible Edits
137	Rewrite

## 5. ACTIVE VOICE VERSUS PASSIVE VOICE

The content becomes a little confusing as it goes from active to passive.

In general, the **active voice** makes your writing stronger, more direct, and more active.

The subject is something, or it does the action of the verb in the sentence.

With the **passive voice**, the subject is acted upon by some other performer of the verb.

But the passive voice is not incorrect. In fact, there are times when it can come in handy.

A strong edit will eliminate any confusion.

Active voice		
[subject] + [verb (performed by the subject)] + [optional object]		
Danielle	kicked	the ball
(subject)	(verb)	(optional object)

Passive voice		
[subject] + [verb to be] + [past participle of a transitive verb] + [optional prepositional phrase]		
The ball	was kicked	by Danielle.
[subject]	[past participle of a transitive verb]	[optional prepositional phrase]



Passive voice is easy to spot. Look for a:

- To be verb (is, are, am, was, were, been) followed by a
- Past participle (the form of a verb you would use with have: **have** kicked, **have** shouted, **have** eaten, **have** run, etc.)

Passive	Active
Most of the time he was tied up behind the house.	Most of the time <b>we</b> tied him up behind the house.
So now this highway was finally to be opened to cars.	<b>The highway opened.</b>

## FINAL ANALYSIS AND SUMMARY

### 1. Based on my assessment, a developmental, content and copy edit will bring... to life.

A developmental edit is a critical stage of the editing process that can help elevate an author's work. The developmental edit occurs before publishing, and focuses on improving big picture story elements to bring out the best version of a manuscript.

### The Developmental Edit

Improving the big picture, recommend changing chapter orders or writing a new one if necessary or suggest a balance between active and passive voice to improve the overall flow. We recommend eliminating some sections that are redundant or simply outside the idea of the book.

*Timeline: 1-2 months.*

### The Content Edit

Focus on their execution to ensure the author's voice, quality and style of content, readability, clarity and word choice are consistent. Run-on sentences, word repetition (subject-verb agreements), sentence length (variety). Words that don't belong, poor style, overuse of adjectives and adverbs, language unfit for your audience, confusing text.

*Timeline: 1-2 months.*



## The Copy Edit

A copy edit ensures proper rules, grammar, syntax, punctuation, capitalization, hyphenation, and style.

*Timeline: 1-2 months.*

## The Proofread

Proofreading is described in many ways; overall, this final stage is the “sieve that catches all the impurities” typos or other errors missed in your manuscript before publication.

The proofreader must remain at arm’s length from your content. They will see the typos that spellcheck doesn’t, misplaced punctuation signs, mislabeled images, misnumbered headings, etc.

Once a proofread is completed, your manuscript is “frozen” with no more changes allowed.



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International

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# 2. EDIT

## TYPE 1: DEVELOPMENTAL EDITORS

### *The Editor's Read*

Your developmental editor will read your manuscript. They step into the shoes of a reader of your target audience and then share with you thoughts about your most significant structural issues. For example, they may recommend changing some of your chapter orders or writing a new one if necessary or suggest a balance between active and passive voice to improve the overall flow. They may also recommend eliminating some sections that they feel are redundant or simply outside your thesis's scope. Your job as an author is to implement recommendations in your manuscript before it's ready for the second editing pass.

### *Page-by-Page Commenting*

Once your developmental editor receives your revised manuscript, they'll re-read it while making notes on the margins of each page, or in Microsoft Word tracking, or in Google Docs. These will be high-level notes related to your ideas' structure without focusing on spelling, grammar, or punctuation. We let you know paragraph by paragraph if your information appears to be out of place. Are you covering too many ideas in a single paragraph? Is this confusing your readers? We may suggest swapping sections within a chapter or perhaps moving a section to a different chapter. Once these edits are completed, it's time to go one level deeper into content editing.

## TYPE 2: CONTENT EDITORS

Now that your flow of ideas is set, editors focus on their execution to ensure the author's voice, quality and style of content, readability, clarity and word choice are consistent.

For example, they'll be looking out for:

- Run-on sentences
- Word repetition (subject-verb agreements)
- Sentence length (variety)
- Words that don't belong
- Poor style
- Overuse of adjectives and adverbs
- Language unfit for your audience
- Confusing text

When you and your content editor are satisfied, we can move to the next level of editing: language rules.



## TYPE 3: COPY EDITORS

Your copy editor ensures that you follow the proper grammar, syntax, punctuation, capitalization, hyphenation, and style. Rules, for example, on:

- Grammar, syntax and spelling
- Capitalization
- Punctuation
- Hyphenation
- Accuracy and attribution of quoted facts, data and references.

## TYPE 4: PROOFREADERS

There's one final editing pass before going to interior design and print: proofreading.

Proofreading is described in many ways; overall, this final stage is the “sieve that catches all the impurities” typos or other errors missed in your manuscript before publication.

Professional proofreaders, to do their job right, must remain at arm's length from your content. They will see the typos that spellcheck doesn't, misplaced punctuation signs, mislabeled images, misnumbered headings, etc.

Once a proofread is completed, your manuscript is “frozen” with no more changes allowed. Your document is ready for its interior design and then sent to the printing house.



## EDITING FICTION

### *Example of editing*

“Forget who you think you are, be better, be all that, and a bag of salt and vinegar chips once in a while won’t hurt.”

This is what Jon Letrane said to me the first time I met him, moments before his first date with my Mom. My step brother was born nine months later. We had a quick wedding, with friends of the family, and family cousins, long lost, I didn’t know, and Jon, by marriage, moved in, and was now my stepfather.

*If he wasn’t, well, guess what? I would want him to be.*

### **Word count 97**

#### *Revised.....*

“Forget who you think you are, be better, be all that, and a bag of salt and vinegar chips once in a while won’t hurt.”

That’s the first thing Jon Letrane said to me when I met him, minutes before his first date with Mom. David came into our world nine months later; a speedy wedding, with friends of the family, and family cousins I didn’t know, and Jon, by marriage, became my stepfather.

*If he wasn’t, well, guess what? I would want him to be.*

### **Word count 88**

62,000 words later, the last line reflects the the beginning:

The last thing Jon Letrane said to me when I said goodbye: “Don’t go missing, son.”



## EDITING NON FICTION

### *Example of editing*

Leonard was no slouch. A hard working and dedicated man, he was the founder of the International Association of Coaches and helped develop the ICF, International Coach Federation, the largest professional coaching association worldwide. He was the founder of the Graduate School of Coaching, the most comprehensive coach training school (1000 courses in development), with 1400 students from 35 countries. His vision was to bring the provocative power of coaching to the lives of everyone, to create the largest and most progressive community of coaches and resources in the world. He brought coaching to the world, believing everyone could develop a coaching approach to their lives.

### **Word count 106**

### *Revised.....*

A hard-working and dedicated man, Thomas Leonard, known as the founding father of professional life coaching, founded the Graduate School of Coaching in 2002, the most comprehensive coach training school with 1400 students from 35 countries. He helped develop the ICF, International Coach Federation, today the most prominent professional coaching association worldwide - not bad for a former financial planner!

### **Word count 59**



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### 3. AUTHOR'S FINAL READ\*

One important step in the development of your manuscript, (assessment/edit/proofread), is your commitment to reading your post-edited manuscript, prior to being submitted for proofreading.

We rely on you as the author to be fully invested in the process by giving your manuscript a thorough read-through and final approval.

This is your final opportunity to make any additional changes before the proofread.

Our commitment is to ensure that Oxygen Publishing Agency publishes the highest literary quality.

\* Author participation and engagement is essential for your book to be the very best it can be in order to amplify your authority in the marketplace.



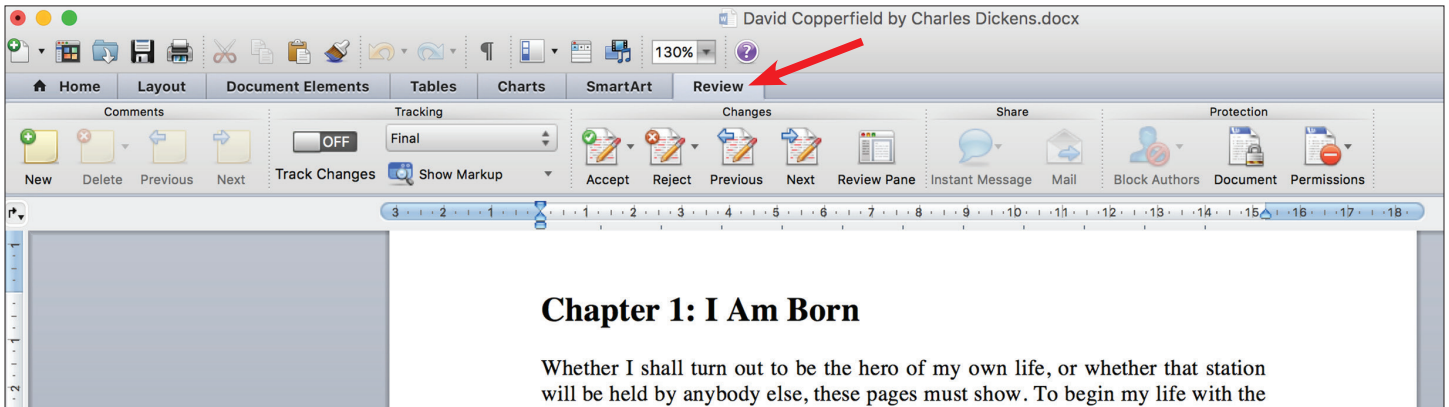
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# 4. PROOFREAD

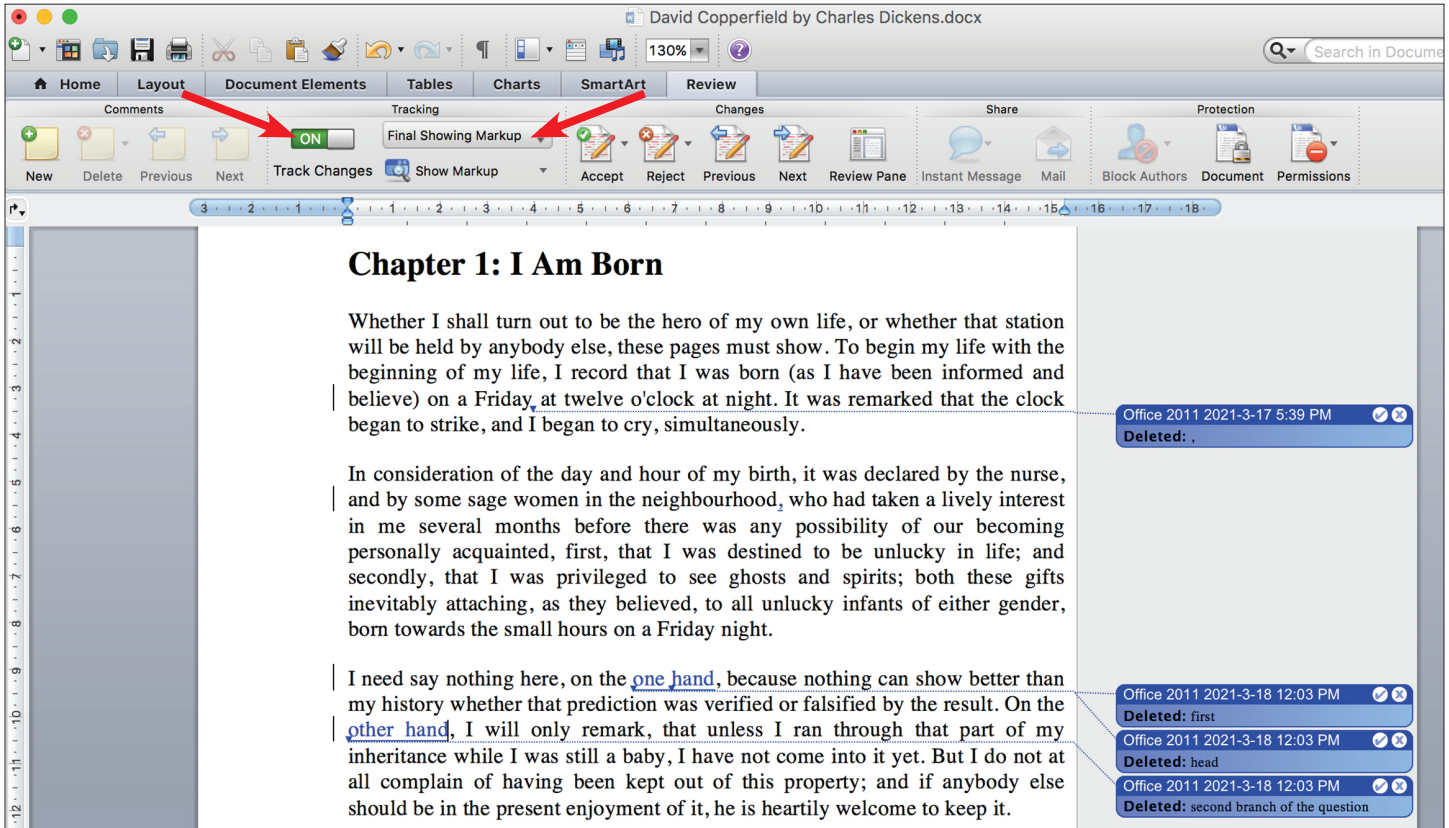
Your manuscript may have been written on a Microsoft Word document. When your proofread document is returned to you, you have the opportunity to agree (✓) or disagree (✗) with each suggestion made by the proofreader. For manuscripts on Google Docs, go to the end of this section.

This is how you do it:

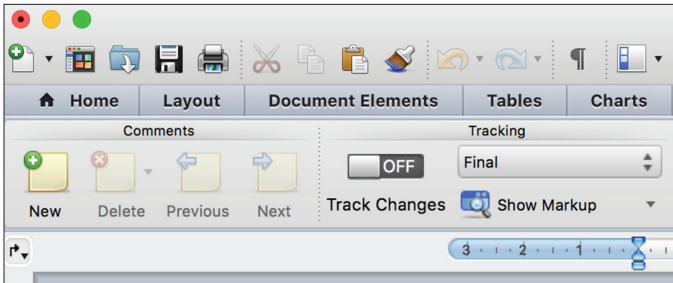
1. Open the Word document, and click on the “Review” tab at the top, just below all the small icons. (Please note that the various editions of Word differ slightly)



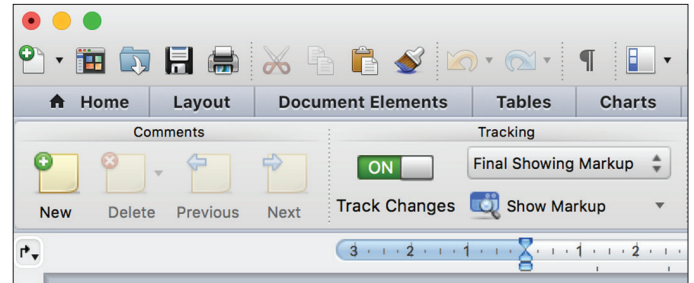
2. Slide “Track Changes” to ON and select the Tracking option “Final Showing Markup”. All the suggested changes will appear in the right hand margin.



3. Click on the ✓ (agree) or ✗ (disagree) for each suggested change. If after you have made a selection you wish to change your mind, switch off “Track Changes” and select “Final” (3.1). Then make your correction and then revert to the previous settings (3.2).

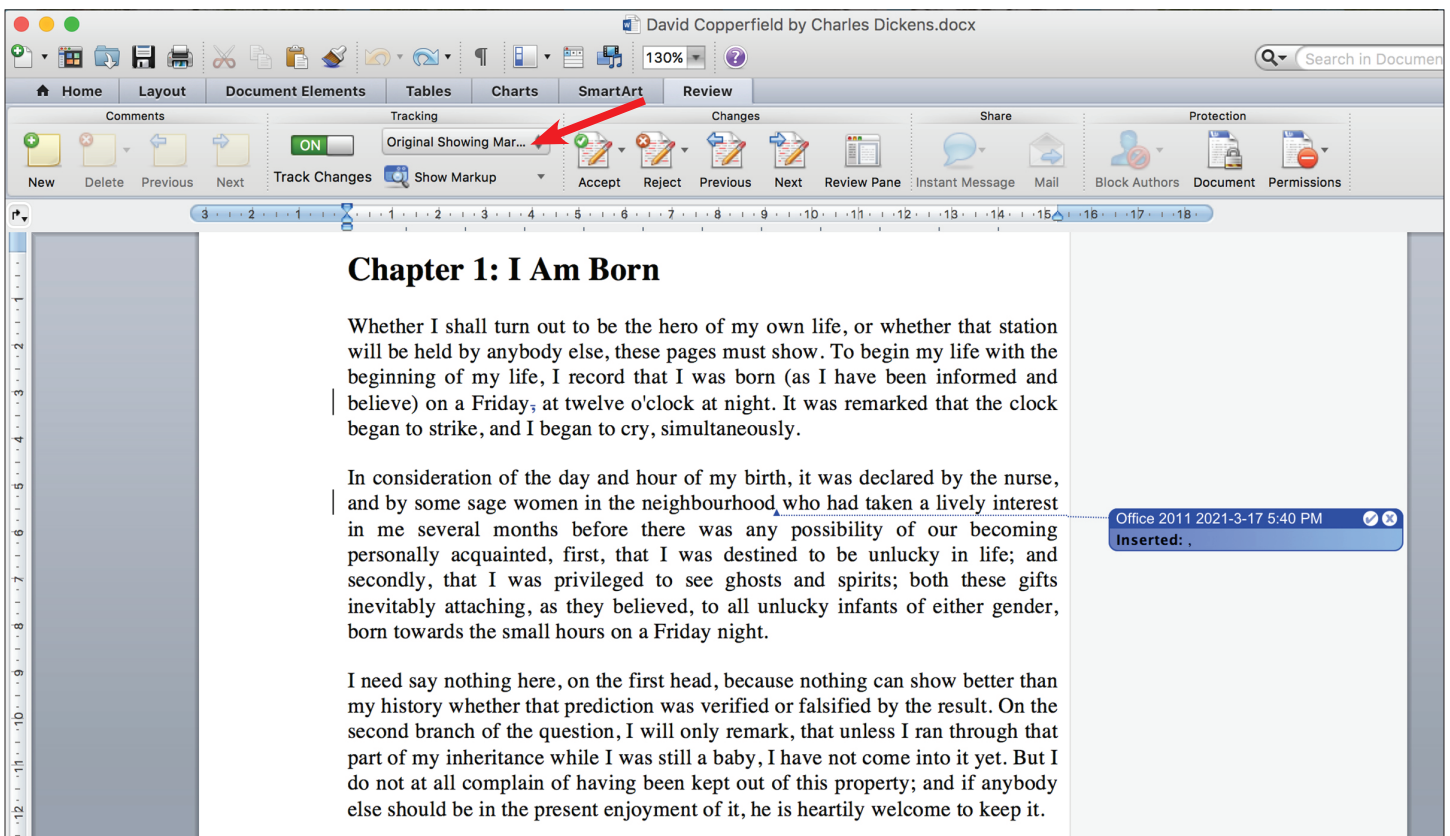


3.1



3.2

4. Once you have made all your selections in the manuscript and SAVED the Word file, change the Tracking option to “Original Showing Markup”. Even though the proofreader has made all the changes in “Final” Tracking mode, some of these only appear in “Original Showing Markup” mode (see example below).



5. Repeat the process of reviewing each suggested change, and once you have finished the manuscript, SAVE the Word file, and return to Oxygen Publishing.

**PLEASE NOTE:** In some older versions of Word, the suggested corrections are still itemized on the right hand margin of the page, but the ✓ or ✗ option buttons are located in the tools sections at the top of the page.



For manuscripts written and edited on Google Docs, the process of proofreading is very similar and more straight forward!

When your proofread document on Google Docs is accessible to you, you have the opportunity to agree (✓) or disagree (✗) with each suggestion made by the proofreader.

Below is an example of what a proofread page looks like:

The screenshot shows a Google Docs interface for a document titled "CHAPTER 1: I AM BORN". The document text is displayed on the left, and a sidebar on the right shows four proofreading suggestions from Jim Smith, dated 2:55 PM Today. Each suggestion includes a checkmark (✓) for agreement or an 'X' for disagreement, and a description of the change. The suggestions are: 1. "Delete: 'u'" (referring to the word "neighbourhood" in the second paragraph). 2. "Add: 'to'" (referring to the word "to" in the third paragraph). 3. "Delete: ','" (referring to a comma in the fourth paragraph). 4. "Delete: ','" (referring to a comma in the fifth paragraph).

Changes are recorded on the manuscript in green and then highlighted with the suggestion box on the right-hand side, where you make the decision whether to agree (✓) or disagree (✗).

Sometimes, the number of change suggestions on the page can be a little overwhelming, but as this is the last chance to correct your manuscript, please take your time to ensure that your readers will enjoy the very best experience.