

## EDITING SAMPLES

The samples below are excerpted from various editing projects. They address a wide range of subject areas, and include press releases, mass market books, product descriptions, web content and more.

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### Sample #1

Press release about a new acne medication. The client wanted the release to have more “sizzle” and also requested an additional version geared toward parents of teenagers:

#### Client text:

##### **Are you doing enough to get rid of your acne?**

*It's time to dispel some myths, and discover why your skin problems keep coming back!*

If you still believe benzoyl peroxide is all you need to zap your acne, think again. Acne is a complex problem caused by more than one underlying factor. Some products with a single active ingredient, such as those containing benzoyl peroxide, may provide a quick fix but they don't address all of the things that caused the acne to erupt in the first place. For a lasting clear complexion, medical experts recommend an all-natural, multi-layered approach which requires more than one active ingredient.

Some 40 to 50 million Americans suffer from some sort of acne, which is an inflammatory condition of the hair follicle. It is commonly associated with hormones, the use of some medications, and may run in families. Acne is a skin condition that may cause emotional distress, impact self-image and quality of life, and cause physical scarring. It is even associated with higher than average unemployment rates! 1

“Acne treatment requires patience,” says (\_\_\_\_\_), a board-certified plastic surgeon who has treated hundreds of acne patients. “Unfortunately, no quick fix is available. Acne is a chronic problem, and controlling it may take months and even years in some people.”

#### My rewrite:

##### **A Fact vs. Fiction Face-Off in the War Against Acne**

The good news about acne is that it's not caused by chocolate or fatty foods. The bad news is that while it's often most prevalent in teens, many people continue to struggle with it well into middle age.

Acne is more than just an unsightly skin condition. It can affect the sufferer's emotional, social and even economic well-being by causing distress, low self-image, physical scarring and even unemployment. 1 But what many people don't know is that we've been misinformed about the cause and treatment of acne for decades, and a Fargo, ND plastic surgeon is taking a stand to set the record straight.

“Acne is an inflammatory condition of the hair follicle, commonly associated with hormones, the use of some medications and heredity,” explains (\_\_\_\_\_), a board-certified plastic surgeon who has treated hundreds of acne patients. “Acne treatment requires patience, and unfortunately, no quick fix is available. When it's a chronic problem, controlling it may take months and even years in some people.”

#### My alternative lead paragraph for parents of teenagers:

As the parent of a teenager, you no doubt witness baffling displays of teen angst on a regular basis, from dating drama to bad hair days. Despite your best intentions and the deep love you have for your child, much of it is beyond your control. But in the world of teen misery, one affliction in particular can be the cause of loneliness, depression and social isolation, and thanks to a plastic surgeon in Fargo, ND, help may be on the way.

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## Sample # 2 - Product description for a new cosmetic compound:

### Client's text:

#### **Skincare Born From Your Mother**

XTEMcell is a new breed of skin care technology that respects Mother Nature and ethics of human cloning by cloning stem cells of naturally-occurring, organic plants that are known to contain the beneficial pro-skin and pro-age active ingredients. Made from cloned stem cells from date palm, the date palm tree was chosen for cloning because of its unparalleled ability to in the driest deserts and arid climates and be able to remain hydrated and conserve water. Xtemcell cloned these desirable properties and created a series of agemaintenance skincare products that contain 100% organic stem cells that promote a superior moisturization of the skin relative to conventional chemical-laden skin care products that contain harmful ingredients.

### My rewrite:

#### **Xtemcell... Nature's Gift to Skin Care Technology**

Xtemcell represents a new breed of skin care products that work hand-in-hand with Mother Nature. Unlike most so-called "natural" products, Xtemcell's formulas are created *directly* from the cells of plants that are known to contain moisturizing and anti-aging properties. The miraculous process that makes this possible is known as *cloning*, and the miraculous plant at the root of all Xtemcell products is the Date Palm.

The Date Palm tree was chosen because of its unparalleled ability to live and thrive in the driest, most moisture-starved areas on our planet. It has a remarkable, innate ability to hydrate itself and sustain itself by generating and conserving its own water supply. A specific cell in the Date Palm's chemistry -- *Phoenix dactylifera L* -- makes this possible, and our scientists have been able to duplicate this cell for use in Xtemcell products. By cloning these cells, we have isolated their desirable properties and created a series of age-maintenance skincare products that contain 100% organic stem cells from the mother plant. The result is superior moisturization of the skin without the use of harmful chemical ingredients.

## Sample 3 - Rewrite and add new text for real estate broker's web site

### Client text:

Welcome to the Best Deal Team's website. Allow us to be your guide to finding and negotiating the best deal on brand new homes in Tampa Bay. Our clients save thousands because we are familiar with how the builders price their homes. Because we specialize in new construction, we provide a steady supply of customers to the builders. Our leverage may work in your favor at the negotiating table.

### My rewrite:

While many realtors excel at locating and presenting existing homes that meet a buyer's specific needs, we offer something unique and unprecedented in new home sales. Because of our trusted relationships with Tampa Bay's most respected builders and developers, we have the ability to negotiate with them on price, terms, closing costs, customization options and other important issues. Our intimate familiarity with Tampa Bay's new home inventories and their pricing structures allows us to help our clients save thousands of dollars.

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#### Sample # 4: Rewrite/edit a book about elder care in the United States:

##### Client's text:

It may be easier to simply walk away from the catastrophic changes we witness in our aging parents. After all, we might tell ourselves, they are in a trustworthy facility, right? We might tell ourselves that we do not want or need to deal with an aging parent who was negligent and abusive; our heart may be so wounded that we shut down the heart's engine, upon which we depend to light our way.

##### My rewrite:

It may be easier to simply walk away from the catastrophic changes we observe in our aging parents. We might tell ourselves that our parents are in good hands in a trustworthy facility, or we might choose to simply not deal with an aging parent who was negligent and abusive. We may be so wounded that we shut down our hearts

#### Sample # 5 - Rewrite e-book about wedding planning:

##### Client text:

The first thought that is likely to come to your mind after you have settled with the thought of getting married is when you should start preparing. The fact is that it is never too early to start the wedding preparations. There are so many things that need to be closed that unless you are organized and structured, you will never be able to finish in time. Yes, there is always the possibility of hiring a wedding planner but these people do not come cheap. And irrespective of how much time you have for the wedding, there are bound to be last minutes emergencies and situations that will crop up.

##### My rewrite:

Congratulations! You're getting married!

If you're like most young women, choosing the perfect wedding dress is a top priority, and you may be surprised to learn that the time to begin shopping for a dress is NOW. It's never too early to start planning your wedding, and because your dress will be the visual centerpiece of the event, it's extremely important to follow the tried-and-true guidelines we've outlined in this book. Even if you've hired a professional wedding planner to help with ceremony and reception details, choosing a dress is a uniquely personal process.

## Sample 6 - Rewrite employee manual for international IT client:

### Client's text:

[Company] uses its vision of its own future as a corporate long-term target, planning 5-10 years ahead is a constant activity. This vision helps realizing corporate goals. [Company] is moving towards being global in every way such as: more world-wide development centers, more sales & marketing premises around the globe. We look at our top players partners as row models each in its practice of excellence. We want to have the best out of each of the world top players, we want to maximize our corporate market value and our customers base. Accordingly [Company] branded materials should reflect a new vision, a glance of the future, a new standard for corporate images and something that is modern and unique

Taking the “*Trusted partner, Agent of change*” concept illustrates corporate philosophy in dealing with its customers, partners and even its own employees. [Company] is always looking for long-term relationships between its customers and partners, that relationship is built on establishing a feel of trust, and that trust always comes from good reputation, references along time. Also [Company] helps its clients to change, adapt to new standards and improve constantly. That positive change helps organizations grow and establish better business base. As well as [Company] is an agent of change for its employees, helps them to establish a better career path and more value

### My rewrite:

[Company] moves forward in its growth with a clear, concise corporate vision. Long-term planning is an intrinsic part of our business model, and looking 5-10 years ahead is a constant activity.

Our goals can be summarized as follows:

- ⚡⚡⚡ Global expansion
- ⚡⚡⚡ Enhancement in specific areas of excellence
- ⚡⚡⚡ Maximizing our corporate market value
- ⚡⚡⚡ Increasing our customer base.

In moving toward a global presence, [Company] is creating multiple development centers and marketing outreach operations around the globe. We see our top players and partners as leaders in their respective fields of expertise, and we support them with incentives and a corporate family that inspires high performance.

Our branded materials reflect a mix of imagination and innovation, offering exceptional standards of quality while remaining adaptable to changes in technology and consumer needs. The goal is to be consistently modern, consistently unique, and consistently in demand. While our products express stability through a consistent look & feel, we balance that with a fluidity that reflects the ever-changing marketplace.

Our relationships with customers, partners and employees are built on trust, integrity and a commitment to constant growth and improvement. Along with our dedication to establishing a stronger business base, we're also committed to helping our employees build impressive careers.