

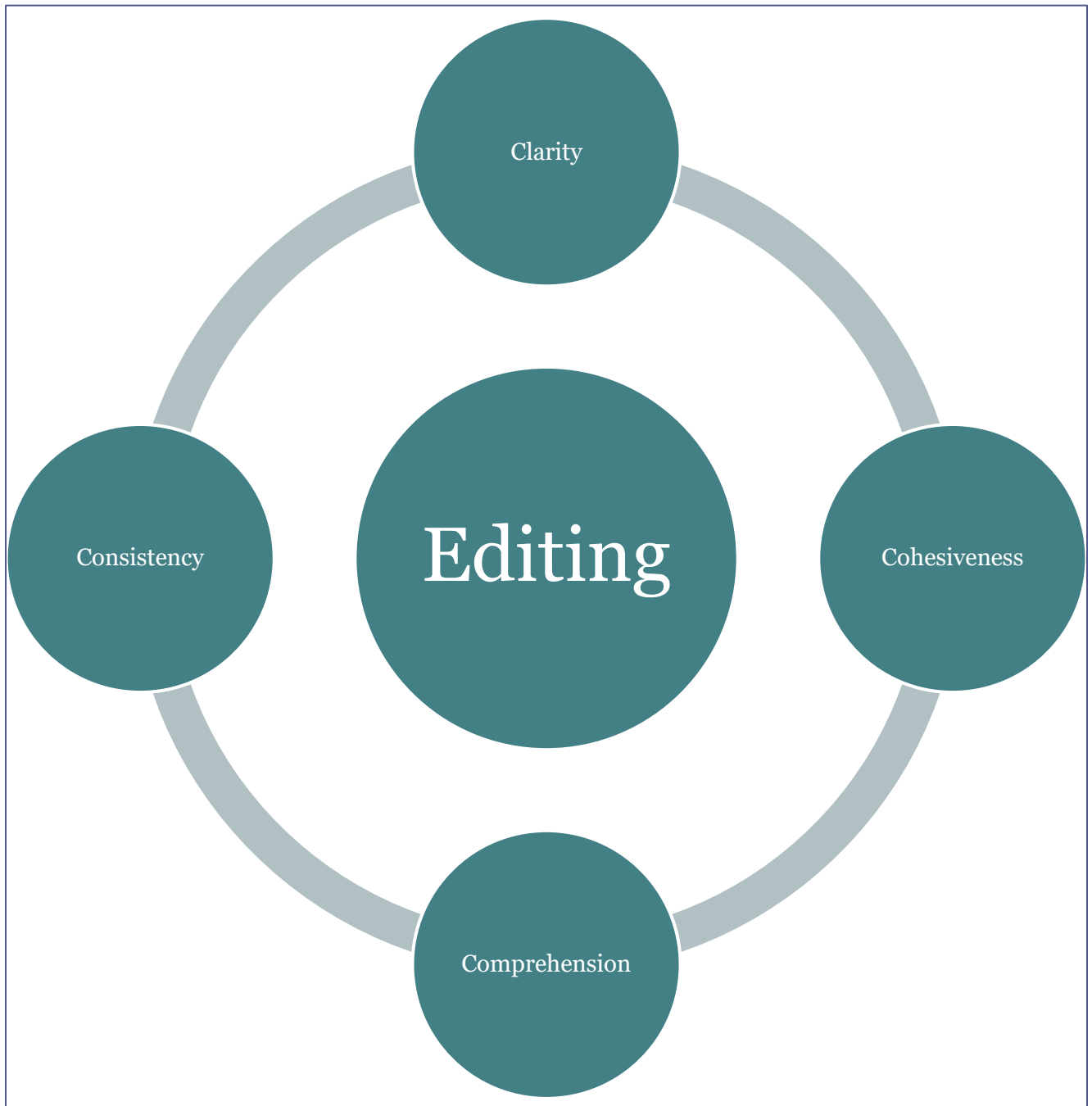
Editor Knows Best

Polland Enterprises, LLC
www.pollandllc.com

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*CaTyra Polland, Chief
Editor/President,
Polland Enterprises, LLC*

The Four C's of Editing



Clarity

- Identify your message
- Convey your message clearly
- Make sure you understand your message
- Make sure audience understands the message

Cohesiveness

- Make sure your article, book, poem etc. gels
- There should be a **central topic or theme** that ties it together
- Make sure the flow is logical

Consistency

- Make sure references are accurate
- Use appropriate dates
- Make sure characters and other details are consistent throughout the writing
- **CHOOSE A DIFFERENT C WORD!**

Concise

- **Less is more**
- Cut back on lengthy sentences
- **Brevity** is your friend
- Simplify your messages with fewer words

Our Values

YOUR VOICE

At Polland Enterprises, LLC:

- We maintain **YOUR** voice.
- We recognize, appreciate and respect your point of view.
- We do not overshadow your writing.
- We want your work to sound like **YOU**.

YOUR TIME

- We commit to meeting the promised deadline.
- We understand editing is a necessary component of publishing your work, therefore we **avoid delays and scheduled conflicts.**

YOUR FEEDBACK/INPUT

- We keep you informed of the progress of your project.
- We **communicate** with you during the process.
- We ask for your feedback, suggestions, input and opinions regarding **your project**.

We would love to edit your next project!

- Instagram: @catyrapolland
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