

The Five Best Reasons to Hire a Professional Writer/Editor

For most people, writing is not easy. Writing takes time and work and serious thought if you are to get the words just right. “Just right” is an absolute must if you want the people who read your words to understand the exact message you wish to convey. The written vehicle—a website, blog, brochure, book, resume—does not matter; the quality of writing contained in that source is does. Businesses, entrepreneurs, students—anyone who writes—should care enough about their writing and written messaging to ensure the words are always “just right.” Keep reading to understand the five best reasons to hire a professional writer/editor when your message needs to be just right.

Reason #1: To better express your message. Take a moment to think about you and your business—who you are, what you do, and how you do it. Beyond listing your products and services, you want to convey benefits, hit emotions, fill a need, inform. Your written message should express precisely what you want to say, with all the right words and phrasing. A professional writer skillfully develops and expresses your message to ensure it aligns with you and your business and says it in an appropriate tone and voice.



Reason #2: To ensure content is complete and thorough. A professional writer/editor looks at all forms of writing with a critical eye to make sure the message conveys everything it should and that all the necessary piece parts are included. Is the communication complete? Will the reader walk away with all the information they need? Imagine putting together a beautiful color brochure only to realize after spending a ton of money on printing costs that you neglected to include your address or license number.



Reason #3: For proper grammar. And spelling. And punctuation. If your written message contains grammatical errors, typos, and other mistakes, the true heart of your message can be lost on the reader. Why? Because they won't get beyond the errors. They'll focus on the mistakes and think you run your business in equally careless fashion. As easy as it is to fix grammar and spelling mistakes, not everyone takes the time to do so. Worse, not everyone knows their writing contains errors. Any professional writer/editor worth their salt has an *instinct* for spotting mistakes and knows how to fix them.



Reason #4: To fix poor writing. Most people can write a sentence or two and be confident their writing is fine. But developing more involved or lengthy content takes skill and practice. Professional writers/editors also know that different types of messaging must align with, and adhere to, specific industry and writing standards. For example, procedural and training manuals, articles, websites, blogs, books, press releases, resumes, dissertations, etc. all have unique writing and formatting style requirements—from how to abbreviate, to how to number lists, to how to space lines and paragraphs, and so much more—and the average person is not familiar with these techniques, whereas the pros are.



Reason #5: Fresh eyes on your work can only improve it—that is, if the fresh eyes belong to a professional writer/editor. You may enjoy writing your own content, and your English teacher sister-in-law may have even praised your writing, but that does not mean you should not rely on a professional who is trained and skilled at viewing writing your writing critically. A professional writer/editor will pick up on errors, omissions, and inaccuracies, as well as devise a better way to deliver your same message more concisely.



Sure, you can dash off a few lines and call it a blog. Or you can build your own website and throw together the content you think should be included. And then what? You get back to business. But if your business is catering, or accounting, or home renovating, or real estate, chances are, you are better at catering/accounting/home renovating/real estate than you are

about writing and editing the words that express what you and your business are all about. Do yourself a favor. Hire a professional writer to either develop new content for you or review and revise the content you've already written. Your professional image will be greatly enhanced if you do.

[Stephanie J. Beavers Communications](#) provides professional writing, editing, and proofreading services. We also train groups and individuals on how to improve these skills. We help businesses, professionals, and individuals with all their writing needs. Call (610-247-9494) or [email](#) us today.

