LISA CORDARO

PUBLISHING SERVICES



Services

If you're publishing and deciding on the assistance you need, this booklet outlines the different types of editing and consultancy I offer, and how I can help you.

I provide:

- Manuscript assessment
- Development editing
- Structural editing
- Line editing
- Copy-editing
- Proofreading
- Consultancy, including advice to authors, house style creation and publishing process consultancy.

Manuscript assessment

This is a high-level review of your script to assess its core strengths, as well as elements that perhaps might benefit from input or adjustment for successful publication. Typical aspects are tone, voice, structure and execution of content.

An assessment delivers responsive, supportive feedback and practical, actionable suggestions in an extensive report (known as an 'editorial letter') and notes at source.

Assessment can be a great, cost-effective way for you to get expert guidance on your writing, and how your manuscript stands right now.

Development editing

Following assessment, a development edit can really help you pull your content together and shape it effectively to publish. It examines:

- Language and style
- Voice, tone and address for audience reception, clarity and engagement
- Salience and structural repetition
- Narrative flow and paragraphing
- Pacing
- Content: thesis and execution (i.e. does the current form meet the book's intention/purpose)
- Overall structure, including chapter length and balance, logical progression

- Presentation, including visuals, for the genre and market
- Referencing system, citation/bibliography
- Legals (any initial, obvious standouts such as libel and copyright; NB: this is usually covered in more detail during a copy-edit)
- Publication purpose, intended readership and market.

It's an overall, big-picture analysis of your script, with detailed notes and feedback on each draft. It can be (and often is) an iterative process.

Every script is unique, as is its author, and every text presents different issues – so the specialist advice that I deliver is completely bespoke to you and your writing.

Structural editing

This can be a useful form of edit to consider if you know what you want to say and have a script put together, but feel you need help organising the content or ideas.

Structural editing can also help if you're repurposing content: for example, if you want to turn a series of

articles, blogs, lectures, conference papers or transcripts from podcasts or videos into a book.

During a structural edit I analyse the content, consider its ordering for logic and sense, and actively work with the text by (re)structuring sections and/or chapters to make the overall result cohesive, consistent and sound.

The result gives the script good narrative flow and a solid reading experience for your audience.

WHAT MY CLIENTS SAY

'I would like to pay special thanks to my editor, Lisa Cordaro. Writing a book for the first time and handing it over to someone else for scrutiny is a daunting prospect.

From the very first communication we had, Lisa was able to grasp the vision I had for the project.

Her encouragement, professionalism and sharp business acumen have helped to make this book far better than it otherwise would have been.'

Dave Holloway, author

Wonder Leads: Remarkable Lead Generation for Positive Small Businesses
(Jolly Funnel Press)

Axiom Business Book Awards 2021
Silver Medal, Sales category
Shortlisted for the Business Book Awards 2021
Sales and Marketing category

2x Amazon bestseller

Line editing

Line editing is intensive, sentence-level work for style, narrative, creative use of language, evening out elements such as inconsistency in voice and expression.

Line editing can be useful if you know your content well, but might not be feeling quite so confident about your writing or ability to convey it: if expressing yourself or your ideas could benefit from a helping hand.

This type of editing takes what you've written, drills down into your intention, and understands and honours

your purpose. Then, rewrites to ensure your meaning comes across clearly, and flows beautifully.

Copy-editing

This stage works on raw text in Word. It reads for:

- Grammar and syntax
- Standard of English
- Typos and errors
- Sense, clarity and meaning
- Stylistic consistency
- Flow of the text
- Notes and references
- Bibliography
- Legals, including libel and copyright
- Tags/marks up the file for your designer, so they can import the text into their design program and lay it out for print, also format to ebook.

As a task, copy-editing is more granular, involved and requires a higher level of skill and technical input than proofreading. Usually, the copy-edit delivers queries for you to consider and resolve.

It also delivers a style sheet of the styles, spellings and forms applied during the edit for consistency. This is a

baseline guide for you, your designer and proofreader to consult after the edit is complete.

Proofreading

This works on designed and typeset, laid-out pages, usually in PDF. For print, it checks:

- Grammar
- Typos
- Standard of English
- Sense, clarity and meaning
- Stylistic consistency
- Notes, references, bibliography
- Paragraphing, end-of-line and word breaks
- Layout and spacing
- Pagination
- Running heads and footers.

Proofreading is basic, final work on the designed content: it's less interventionist, picking up fundamental errors and design, typsetting or formatting issues, rather than a re-edit of the text.

(Please note: I do not proofread ebooks.)

WHAT MY CLIENTS SAY

'My wonderful editor, Lisa Cordaro, shaped this into the helpful guide it was always meant to be.

Her insights and experience have been invaluable.'

Julia Elliott Brown, author
RAISE: The Female Founder's Guide to Securing Investment
(Enter the Arena Publishing, 2022)

Shortlisted for the Business Book Awards 2023
Specialist Business Books category

Amazon bestseller

Consultancy

Author advice on writing and publishing

If you're an author and:

- Thinking of self-publishing or querying an agent or publisher

- Want to know more about how editing and the production process works
- Need to soundboard your writing, book idea or project

– I offer a confidential, one-to-one consultancy call to help you look at your concept and offer guidance.

House styles

One way to make the course of publishing easier for everyone involved in an organisation is to establish a house style. I can produce a document for you that outlines the presentation, styling and spelling to be applied to all of your content.

House styles give clear instructions and guidance on the forms you prefer – and the ones you don't – to everyone working on your content, whether in-house staff or external suppliers, such as freelance editors and proofreaders.

I consult closely with you, discussing your needs and researching samples of your existing content, then produce a guide that is bespoke, practical and workable for you.

Consistency is key in publication, and a house style helps you to maintain it.

The added value is that it's a tool which can enhance your branding.

Author guidelines

If you're publishing in an organisation, giving your staff or external authors the right information to produce good copy is key to the publishing process.

Guidelines often form part of the house style document, and can include your approach in terms of tone, content and the 'dos and don'ts' of writing, as well as file preparation and format.

Telling authors what you need right at the beginning of a project is a great way to ensure a hassle-free production process.

These guidelines advise authors what to do, and how to do it.

WHAT MY CLIENTS SAY

'Lisa is an extremely knowledgeable and supportive editor. As a first-time author, I was unsure what to expect and nervous about receiving feedback; however, I need not have been concerned.

Lisa is sensitive to potential concerns, and communicates in a professional, honest yet considerate fashion.

Lisa's advice and guidance were superb, and helped guide my book into a much better place.

I learned a great deal from Lisa, which I know has improved my writing. I thoroughly enjoyed working with her, and highly recommend her services.'

Kate Minchin, author
Always Time for Coffee: A Down-to-Earth Guide for Frontline Managers, Team Leaders and Supervisors
(Amazon and Kobo)

Subject areas

- architecture and urbanism
- banking and finance
- biography and memoir
- built environment
- business, management and organisation
- careers and professional development
- charities
- cinema, film and TV
- communications
- culture and cultural studies
- entrepreneurship
- food and gastronomy
- health, fitness and wellness
- investment, venture capital, founders and start-up
- leadership and organisation
- media and new media
- personal development
- photography
- policy, analysis and regulation (national and international) and government
- politics and government
- popular music
- professional education and training
- property, landlording and property development

- social sciences/studies
- training materials and facilitation
- travel
- visual culture
- women in business, female founders and entrepreneurship

Life writing, memoir and biography

Please note there are some topics I do not take on: please see my list here.

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About me

I'm a fully-qualified editor with a BA (Hons) degree in English and European Literature, and more than 30 years' experience in the publishing industry – both in-house at major international publishers and in my own business.

I'm an Advanced Professional Member of the Chartered Institute of Editors and Proofreaders (CIEP), a Full Member of the American Copy Editors Society (ACES),

and have trained with award-winning, bestselling major authors and accredited UK industry training providers.

Membership of the CIEP ensures confidentiality, ethical operation and editorial excellence: I am bound by its Code of Practice.

Pricing

I work across different genres and sectors, so I price bespoke to your project and individual needs.

To discuss your project, contact me:



lisa@lisacordaro.com