

Blancminge

20 TIPS FOR PROFESSIONAL EBOOK EDITING

Ebook editing involves *much* more than getting your spelling and grammar right. Here's 20 top tips to help you edit your ebook professionally for 100% impact:

- correct all spelling and grammatical errors
- include a strong, compelling introduction
- make sure you your 'story', whether it's a technical guide or a romance, has a beginning, a middle and an end
- make sure you're using the same tense all the way through
- if you've started writing in first, second or third person, check you've been consistent
- check for words used more than once in close succession
- check for serial repetition of concepts, phrases and words
- use plain English. No matter what your subject, writing is all about communication. It isn't about blinding people with science, drowning them in jargon or using such complicated language that nobody except you understands them. Even the most complicated concept can be communicated in plain language. New Scientist magazine is a brilliant example
- make sure your content flows logically
- check you've countered any arguments and answered any questions you've raised within your ebook so you don't leave readers hanging!
- format your ebook so it's easy to read. Split large chunks of text into paragraphs. If it is a factual ebook or eguide rather than a novel or story, use headers and subheads, bullets, bolding, italics and indenting to create an ebook that's crystal clear
- split your content into chapters and give each an inspiring, exciting title
- number your pages
- create an index
- if appropriate add a glossary
- make sure you've written a rock solid conclusion
- add an 'about the author' section at the end
- consider gentle cross-selling: include links to your other ebooks and eguides, complete with a short description of each to inspire people to click through
- encourage feedback so you get valuable insights into how your ebook is perceived by buyers
- last but not least, make sure the whole things 'flows' well and doesn't sound lumpy or clumsy. Language can be beautiful as well as functional, accurate, informative and clear

Tip 20 is probably the trickiest to grasp if you're not used to editing, especially when you're trying to remain objective about your own ebook.

We edit ebooks at all sorts of stages. Everything from giving a final draft a quick polish to rewriting poorly written ebooks from scratch. We even carry out ghost writing - if you have a great idea but you just *can't* write, ask us for a quote.