

Sample editing plan

ENG 483, Spring 2013, Bradley Dilger

This plan is based on the “Service Call Memo” example from chapter 14 of Carolyn Rude’s *Technical Editing* 3/e, Longman, 2002. See especially pp. 245–46. A memo (or email) is used because Rude suggests the editor and client have a “cordial relationship” (pp. 233–34). A formal proposal is not needed, though certainly the memo below strives for detail and professionalism.

The first part of the editing plan begins would be the audience analysis and evaluation completed by Rude (pp. 243–46). Note the frank tone there, in contrast to the more diplomatic stance below. Remember that not all editing plan content is shared with clients!

Here’s the second part—this memo would be shared with the client:

Date: July 8, 2001

To: Tom Barker

From: Sample Editor

Re: Service call memo editing

Tom, as we discussed earlier today, I’m glad you stopped by, given the importance of the new service call policy. Here are the suggestions I promised.

I like your choice of a one page format because it can be posted in convenient locations and used by personnel as the need arises. We can reorganize your memo to make it even easier to use.

Here’s a recap of the changes I propose:

1. Push back the implementation date a week so everyone has time to learn the new procedure.
2. Reformat the memo to include subheads which address “who, what, when, why, and how.” Reorganize the content so it fits these divisions. (As an example, I have attached a memo I wrote last week with similar formatting.)
3. Begin with a brief introduction.
4. Move through the content in this manner: define *what* service calls are and *why* they are needed; explain *how* to place a call; then cover *when* calls can be placed.
5. Conclude with your “thank you,” so readers end on a pleasant note.

As you revise, if possible, follow these stylistic suggestions:

- reduce sentence length;
- use lists to make information easier to read quickly;
- use less capitalization (“service call” not “Service Call”);
- use more active verbs (“Thank you for your cooperation” not “Your cooperation would be appreciated”).

Once you’ve made these changes, email the revised memo to me. I’ll email you a review of the revised memo no later than two days after you share it with me. I imagine you will be able to proceed from there to publication.

Give me a call (234.567.8901) if you have any questions.