Writing Portfolio
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Client: SAP

SAP is a market leader in enterprise application software. Its client goal is to streamline technology to help companies run faster and leaner. Its employer goal is to hire the best people and keep them. SAP currently employs over 70,000 people worldwide.

### Project: *SAP Brand Insights* (2016)

Because the competition for tech employees is so fierce, SAP puts a lot of time into its employer brand in an effort to hire the best people and keep them. *SAP Brand Insights* was created for prospective employees to give them a taste of what working for SAP is like.

Project: *Revealed: The Insider's Guide to Sap's Employment Brand* (2016)

2016 Bronze Award in the Collateral category, NEDMA****

SAP has been enormously successful in creating and promoting its employer brand—so successful that it's won dozens of awards. *Revealed: The Insider's Guide to Sap's Employment Brand* was created for LinkedIn's 2016 Talent Connect conference to showcase how SAP developed its employer brand.
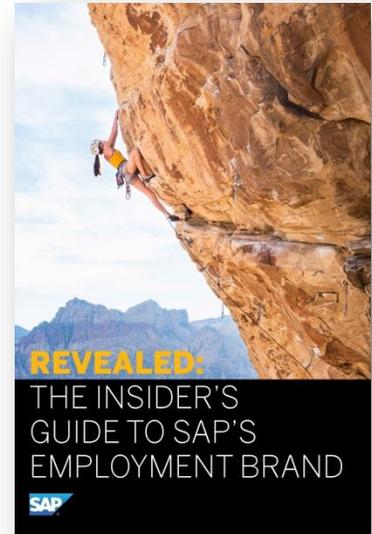
Client: My Success Rocket

My Success Rocket (MSR) provides online training to companies that utilize direct selling consultants. MSR wanted content that showcased its expertise in consultant training, particular using online games.

Project: "5 Tips to Successful Fast-Start Training"

This quick blog post outlines the winning steps a consultant training program needs.

Client: Visual Thesaurus

Visual Thesaurus is an "interactive dictionary and thesaurus which creates word maps that blossom with meanings and branch to related words." To encourage repeat visits, Visual Thesaurus publishes language-related articles. I wrote for the site as a regular contributor from 2010 to 2015. You can read all of my blog posts at https://www.visualthesaurus.com/cm/contributors/22?page=1. Some reader favorites (based on on-site star ratings and number of comments) are:

- "Do This, Then Do That: Coordinating 'Then' Usage"
- "Tricky Plurals Inspire Some Grammatical Back-and-Forths'
- "Ending the Tug of War over Parallelism'
- "Adverb Placement, Generally and Specifically'
- "Killing the Zombies: Split Infinitives, 'Hopefully,' and Singular 'They"
- "Killing the Zombies: 'None,' 'And,' 'However"

Client: BarCharts

[BarCharts](#) publishes a series of laminated reference guides called Study Guides. The guides cover various topics, including English grammar and vocabulary.

Project: *1001 Words for Success*

This vocabulary guide helps readers enrich their vocabulary for academic and professional success. The project included creating an initial list of words and defining them briefly but clearly.

Project: *Commonly Misspelled and Confused Words*

This vocabulary guide lists words students and professionals frequently misspell or confuse with a similar word. The project included evaluating a previous edition, removing irrelevant words, and expanding the original list.
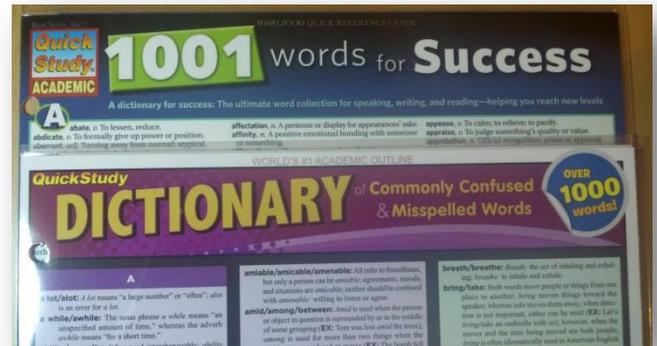
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Call me at 978-996-0389 or email me at erin@righttouchediting.com
and let's talk!

Client: Copyediting

The [Copyediting](#) brand has offered information and training for nearly three decades. I have been writing blog posts, newsletter articles, and marketing and sales copy for the Copyediting brand since 2010, first as a contractor and now as co-owner of the brand.

Project: "2015 Copyediting Survey: How Copyeditors Train and Stay Up to Date"

In 2015, I launched a survey to gain insight into how copyeditors learn the craft of copyediting and keep their skills up to date. There is no college degree or required training for copyediting; thus, employers are not always sure what skills and training a copyeditor should have and how they can support their staff editors in further training. This report offers results of the survey to help guide employers.

Project: *Copyediting* blog

I have been writing the Tip of the Week blog post since 2010. Blog posts aim to share useful tips, lessons, or information for copyeditors. Some of my most-read blog posts include:

- "[Tip of the Week: Copyeditor Training, Part I](#)"
- "[What a Copyeditor Earns, 2017](#)"
- "[Don't Be a Grammar Vigilante](#)"

- "Kill Fake News with 'The Chicago Guide to Fact-Checking'"
- "Tip of the week: What a copyeditor earns"

Recent blog posts include:

- "Identifying Nouns of Direct Address"
- "Super-Editors Wanted: The New York Times Will Demand More from Its Copyeditors"
- "IDG Lays Off Its Editors in Chief"
- "Shorten Paragraphs to Keep Web Readers Engaged"
- "When a Job Ad Isn't a Job Ad"

Project: *Copyediting* newsletter

I have been writing feature articles for the Copyediting newsletter since 2010 as part of my job as editor in chief. The goal of the articles is to offer readers a deep dive into a topic related to editing, such as grammar, resources, and work skills. Below is a list of some of my articles:

- "Constructing the Editing Road We Travel," *Copyediting* June–July 2017, p. 3 (PDF)
- "Fake News and the Copyeditor," *Copyediting* April–May 2017, p. 3 (PDF)
- "The Descriptivism–Prescriptivism War: Where Copyeditors Fall," *Copyediting* October–November 2016, p. 3 (PDF)
- "*WNW5:* One Step Forward, Two Steps Back ," *Copyediting* February–March 2015, p. 3 (PDF)
- "Identifying a Writer's Style in Words and Sentences," *Copyediting* April–May 2014, p. 3 (PDF)

Read a sample article:

- "How to Train Your Dragon: Making AutoCorrect Work for You," *Copyediting* October–November 2013, p. 10

Project: Marketing and sales copy

As editor in chief of the newsletter, I write all the ads (see newsletter samples). Now as co-owner of the Copyediting brand, I write most of the promotional copy. Here are a few samples of emails I've written:

Subject Line	Description	Date	Open Rate (%)	CTR (%)
"Copyediting Renewal Notice: Don't Miss Your Next Issue!"	Current subscriber renewal email	06/03/17	44	10
"Free conference for new members and renewals from Copyediting Weekly"	2017 Grammar Day offer #1	04/04/17	30	4
"Copyeditors Rely on Several Tools to Learn Their Trade"	Email to survey respondents	12/08/15	63	29
"Don't Miss This Great	Current	11/06/15	44	9

Subscription Offer!"	subscriber renewal			
"Come Back to Copyediting and Get Two Audio Conferences!"	Lapsed subscriber renewal	10/28/15	45	10

Client: Meister Consultants Group

Meister Consultants Group helps "cities, towns and organizations understand their solar energy buying options and implement new solar strategies."

### Project: *Polish Your Writing to Engage Readers and Clarify Your Message*

Meister hired Pilcrow Group (corporate owner of the Copyediting brand, of which I am co-owner) to work with its writers to improve the quality of their writing. I taught the two-hour session for the group in November 2016. *Polish Your Writing to Engage Readers and Clarify Your Message* is the training manual I wrote for the session.

Client: Right Touch Editing [self]

Through my editing agency, Right Touch Editing, I offer writing, editing, and related publishing services. I've produced several ebooks to help educate my potential clients about publishing and editing in particular.

Project: *How to Find the Right Editor* (2015)

This short ebook guides writers through the process of determining what to look for in a freelance editor. When combined with *Unraveling the Mysteries of Editors Titles* (2016), writers gain a clearer understanding of what is involved in hiring and working with an editor.
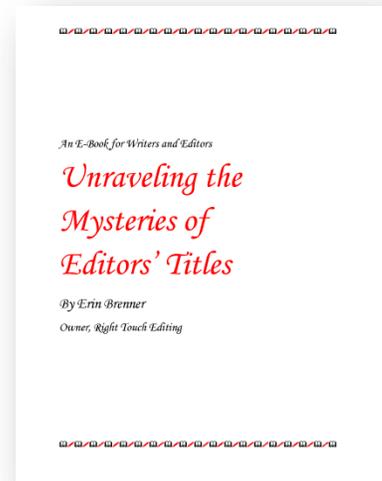
Project: *Unraveling the Mysteries of Editors' Titles* (2016)

Another entry in my series of short ebooks, *Unraveling the Mysteries of Editors' Titles* educates writers on the different types of editing, from developmental through proofreading, and reveals why so many people with the title "editor" do so many different jobs.

Project: *The Writing Resource*

From 2009 through 2012, I wrote the blog *The Writing Resource* to share lessons and ideas with writers and potential clients. Although I haven't published anything new for several years, I still receive writing-related questions via the blog. Here are a few of my most-viewed posts:

- "10 Subject-Verb Agreement Rules"
- "Vocab Builder: Fifty-Cent Words"
- "*Testament* vs. *Testimony*: It's All Relative"

- "Punctuation Point: How to Use Brackets"
- "Grammar Bite: Making *Media* Agree"

Project: **Storify** articles

As part of increasing my social media visibility and sharing information, I curate and publish Storify articles for events (on- and offline) that I attend. See my full collection at *https://storify.com/ebrenner*. Popular examples include:

- "NEDMA16, Part 1: Technology and Emotions"
- "Content Marketing: Bigger. Braver. Bolder."
- "What Kind of Editing Super Hero Are You?"

Project: **SlideShare**

As part of increasing my social media visibility and sharing information, I share slides from live sessions I've given, as well as some of my ebooks. See my full collection at *https://www.slideshare.net/erinbrenner*. Popular examples include:

- "Editing for the Web"
- "How to Become a Social Media Superstar"
- "E-merging in Social Media to Win Clients"

Are you ready to clear some time in your busy schedule? Contact me now to discuss how to put my writing skills to work for you!
Call 978-996-0389 or send an email to erin@righttouchediting.com.