

Strategies for Growing Your Editing Business

The Low-Hanging Fruit

- Raise your rates!
- Ask for referrals.
- Ask for recommendations.
- Negotiate the scope, not the price.

New Markets

- Seek out new audiences
- Learn new subjects
- Explore new industries



Add a Product

What does your client need? What can you offer fellow editors?

- Print & digital books
- Videos
- On-demand courses
- Webinars
- Online calculators
- Templates
- Charts and infographics
- Macros

Expand Your Services: Words, Words, Words

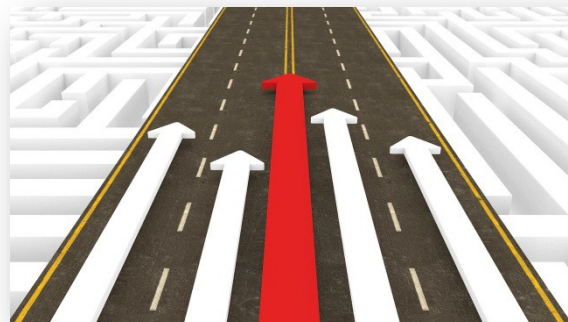
- Developmental editing
- Indexing
- Substantive editing
- Fact-checking
- Proofreading
- Writer

Expand Your Services: Beyond Words

- Designing
- Project managing
- Coaching
- Teaching
- Social media managing

Expand the Model

- Editorial agency
- Partnerships



Resources

[American Society for Indexing](#)

[Author-Editor Clinic](#)

[Coursera](#)

[Creativity Coaching](#)

[Editorial Freelancers Association](#)

[“Freelance Editors, Stop Discounting Your Rates”](#) by Erin Brenner

[“How to Grow Your Editing Business with Referrals”](#)
by Erin Brenner

[LinkedIn Learning: Design courses](#)

[MediaBistro](#)

[Poynter News University](#)

[Proofreading Boot Camp](#)

[RocketLawyer](#)

[The Chicago Guide to Fact-Checking](#) by Brooke Borel

[The Fact Checker’s Bible](#) by Sarah Harrison Smith

[“The 5 Best Online Project Management Courses”](#) by
Andrew Conrad

[“Turn Your Editing Career into a Teaching Career”](#) by Erin Brenner

[UC Berkeley Extension](#)

[UC San Diego](#)

[Udemy](#)

[Unraveling the Mysteries of Editors’ Titles](#) by Erin Brenner

[Virtual Freedom](#) by Chris Ducker

