

## Defining Your Editing Business Worksheet

### 1. Define your services. For each question, check off as many items as are applicable.

Types of editing you will offer:

- Developmental editing
- Line/substantive editing
- Copyediting
- Fact-checking
- Proofreading

Media will you edit:

- Books
- Articles
- Periodicals
- Websites
- Other: \_\_\_\_\_

Related services you will offer:

- Writing
- Project management
- Design/production
- Other: \_\_\_\_\_

Subjects you will edit:

- Humanities
- Business
- STEM
- Legal
- Journalism
- Mysteries
- Science fiction/fantasy/horror
- Romance
- Other: \_\_\_\_\_

Content you will edit:

- Fiction:
  - Long form
  - Short form
- Poetry
- Nonfiction:
  - Textbooks
  - Reference books
  - Memoirs
  - Research papers
  - News/info/entertainment
  - Marketing/sales
- Other: \_\_\_\_\_

Pricing structures you will offer:

- Per hour
- Per page (1 page = 250 words)
- Per word
- Per project or project piece
- Other: \_\_\_\_\_

### 2. Define your ideal clients. Complete the description for as many types of clients as you'd like to work for.

*Example:*

**Industry:** Self-published books

**Job title of direct contact:** Writer

**Type of publication:** Business book (print or electronic)

**Goal for the writing project:** Position writer as subject matter expert

**Publication's audience:** Businesses that would hire the writer

**Type of editing/other duties:** developmental, substantive, and copyediting, proofreading

**Ongoing or one-off projects?** One-off projects

Industry: \_\_\_\_\_

Job title of direct contact: \_\_\_\_\_

Type of publication: \_\_\_\_\_

Goal for the writing project: \_\_\_\_\_

Publication's audience: \_\_\_\_\_

Type of editing/other duties: \_\_\_\_\_

Ongoing or one-off projects? \_\_\_\_\_

Industry: \_\_\_\_\_

Job title of direct contact: \_\_\_\_\_

Type of publication: \_\_\_\_\_

Goal for the writing project: \_\_\_\_\_

Publication's audience: \_\_\_\_\_

Type of editing/other duties: \_\_\_\_\_

Ongoing or one-off projects? \_\_\_\_\_

**3. Select the business structure you will use (find brief descriptions at [SBA](#)).**

- Sole proprietorship
- Limited liability company (LLC)
- S corporation
- Other: \_\_\_\_\_