



AUTHOR-EDITOR CLINIC FAQ ONLINE CLASSES

The Business of Freelance Developmental Editing: An Overview **(4 weeks, online only)**

It takes more than just editing skills to run a successful developmental editing practice! This introductory course is for those who would like to know more about how to set up and steer a freelance developmental editing business of their own. We'll cover some important basics, including:

- how to get your business started and let others know about it;
- how and where to look for projects;
- how to estimate time and develop your rates;
- how to communicate and cultivate relationships with authors/clients; and how to continue your professional development.

The class consists of online lectures, weekly written assignments, and online group discussion. The course content focuses on the business aspects of developmental editing specifically, but much of the material can be applied to other types of editing as well. Four weekly lectures and assignments will cover the following topics, among others:

- Laying the groundwork (name, licenses, taxes, workspace, templates)
- Determining your goals, vision, and plan for your editing business
- Identifying and finding your clients
- Estimating and quoting a project, and setting up a work agreement/contract
- Evaluating the marketing tools and avenues at your disposal
- Billing/invoicing, working with clients long-term, and working out troublesome issues with clients

Format

Participants will join a Yahoo Group. On the group site, the instructor and all participants will be able to post, access, and download files of lectures and assignments, as well as participate in threaded email conversations via a private listserv. Participants will receive an email notice in their inboxes whenever files or comments are added to the group site.

Lectures and Assignments

Each week, instructor Karalynn Ott will post a lecture on an aspect of developing and maintaining your freelance editing business (see syllabus below) along with an

explanation of the week's assignment. She may also post related templates and resources on the Yahoo site for easy access.

The week's assignments will be based on concrete steps and materials that participants will need to begin and nurture their freelance editing business. The assignments should take about an hour or two to complete and are designed to give participants an opportunity to explore their own business plans, as well as create templates and documents that they will need in their interactions with clients.

Forum

In addition to the lectures and assignments, participants will be encouraged to discuss related topics of interest in the online forum. Participants may discuss, for example, specific issues that have arisen in their quest to start their own freelance editing business.

Syllabus

Week 1: How can I get started setting up my editing business?

Week 2: How might I approach and respond to potential clients?

Week 3: How can I market and make a name for myself?

Week 4: How well is my upstart business running? How can I tweak it?