

10 GENERAL SELF-EDITING TIPS

These DIY tips can help make a huge difference in just a few clicks + save you money when you hand it off to a professional proof-editor.

1. Pre-Writing Software Settings

Turn off “auto correct.”

Keep auto-fill (for elements/styles) on if your text has many repeating elements.

Turn on Grammarly or Pro Writing Aid (free version), but don't let it distract too much!

2. Spell-check (w/grammar where available)

Seems obvious, but it's easy to forget or ignore those squiggly lines.

3. Auto-check format

Some apps will allow you to scroll through or simply auto-fix any format issues.

4. Check character names for consistency & contrast

Find misspellings or unintended name changes using any tools your software provides

5. Look at alphabetized lists of EACH element to check for consistency

If your software has the capability, check for inconsistency in styles or elements.

6. Read backward

Technical mistakes will jump out at you if you scroll UP instead of down.

7. Let your text talk to you

Text-to-speech can read any text aloud. In some apps you can assign character voices.

Low-tech solution: Read it aloud yourself or in a table read at a Meetup or on a Zoom.

8. Print it out

If budget & supplies allow, it's sometimes easiest to see things on an actual page. At very least, look at the PDF version without any app distractions so you can see actual issues.

9. Walk away

Leave your script for a month. Come back to it with fresh eyes.

10. Let Grandma read it with a highlighter in hand (or in Adobe Reader)

1) If loved ones can't figure out what's going on because it's too technical, *it's too technical*.

Most things we use in marketing need to be at a generic 5th-grade level. Ask loved ones to highlight anything they don't understand.

2) Family doesn't want to hurt your feelings about content, but they'll be happy to show you how smart they are when it comes to grammar & spelling. Let them find glaring issues you missed.