



Job Aids for Effective Communication

Where should the comma go? Is it *which* or *that*? How do you proofread a web site? To help you answer these questions and many others, here is a set of easy-to-use job aids that give you quick, clear guidance as you prepare anything from a memo to a manual to a web page.

Whether you're a professional wordsmith, or simply professional, these aids will help you to be *clear, correct, and consistent*—the essential 3 Cs of good communication—in everything you write, edit, or proofread.

Most of these job aids can be customized for your industry or translated into nearly any language. [Click here](#) to contact us about pricing for current (most are available at no charge) and customized job aids.

For Anyone in Any Business Who Works with Words

- 1. 15 Tips for Effective Writing (2 pages)**
Goes beyond grammar and punctuation to zero in on style, wording, and presentation. This handful of pointers will make any message hit home.
- 2. Banishing Business Jargon (4 pages)**
When used too often, catchphrases are anything but catchy. This aid helps you strengthen your business communications by abandoning buzzwords for clear, simple, standard-English equivalents.
- 3. Writing for the World—A Guide to Globalization (5 pages)**
It might play in Peoria, but it could confuse or offend in Amman. This aid points out what to consider as you write for a global audience. And if you have a web site, that's just what you're doing.
- 4. Words Most Often Confused (4 pages)**
Affect or effect? Further or farther? For these and other pairs of pesky words, this aid clears up the confusion at a glance.
- 5. Words Most Often Misspelled (1 page)**
A list that helps you get it right, faster. Here's how to spell the words everyone spends the most time looking up.



6. **Top 25 Print and Online Editorial Resources (2 pages)**
Where to go for the best print and online help when you're working with words.
7. **20 Modern Rules for Writing—Basic (15 pages)**
Handpicked highlights from the best and most current writing rule books. This simple, brief aid boils down the dictums to the few you'll need the most.
8. **20 Modern Rules for Writing—Expanded (25 pages)**
A mercifully simple guide to English usage written with the grammarphobe in mind. Expands on the basic version to include a quick introduction to the parts of speech, and more information on each of the topics presented in the shorter aid. Consider this the *Cliff's Notes* to all the usage manuals you're too busy to read.

Help for Working Onscreen and Online

9. **Tips for Working with Microsoft Word Documents—Quick Reference (3 pages)**
Word has a dizzying array of options, and this aid highlights the primary editing tools you'll use most often.
10. **Tips for Working with Microsoft Word Documents—Basic (15 pages)**
Tips to help you with some of the most-used, and sometimes most-frustrating tools in Microsoft Word.
11. **Tips for Working with Microsoft Word Documents—Expanded (35 pages)**
Adapted from our chapter in *The McGraw-Hill Desk Reference for Writers, Editors, and Proofreaders*, find tips, examples, and screenshots to help you save time and do more with MS Word, whether you're writing, editing, or proofreading. Includes pointers on the basics, plus nice-to-know extras, such as how (and why) to record a macro and how to change a style setting.
12. **Tips for Working with PDF Documents—Quick Reference (1 page)**
Information at a glance to help you use Adobe's editing tools more efficiently.
13. **Tips for Working with PDF Documents—Basic (9 pages)**
While touching on several of Adobe's editing tools—some more convenient than others— this aid focuses on two of the overall most effective—the Highlight Text tool and the Note tool.



14. **Tips for Working with PDF Documents—Expanded (17 pages)**
Adapted from our chapter in *The McGraw-Hill Desk Reference for Writers, Editors, and Proofreaders*, here's even more information, including examples and screenshots to help you tackle the special challenges posed in editing PDF documents with full Adobe Acrobat.
15. **Tips for Editing and Proofreading PowerPoint Documents (10 pages)**
Adapted from our chapter in *The McGraw-Hill Desk Reference for Writers, Editors, and Proofreaders*, find even more helpful hints to make editing PowerPoint documents quick and easy.
16. **Tips for Editing and Proofreading Web Sites (pages)**
Adapted from our chapter in *The McGraw-Hill Desk Reference for Writers, Editors, and Proofreaders*, demystify editing and proofreading web content with tips for the definite twists you need to be aware of, a sample Electronic Report Form, and a Checklist for Web Editing.

Style Sheets

17. **Starter Style Sheet (4 pages)**
Contains simple, ready-to-use sections for noting whatever needs to remain consistent as you write, edit, or proofread a document. Provides sample entries for each section. Designed for general business use, and available in either hard copy or electronic format.
18. **Style Sheet Template—Expanded/Professional (4 pages)**
A detailed template, suitable for editorial professionals, designed for use with any document. Lets you note spelling choices and usage conventions for everything from capitalization and numbers to spacing and symbols.

Top-Drawer Copyediting and Proofreading Tools

Process Guides

These how-to guides complement any of our proofreading checklists. Pick the one with the level of detail that's right for you.

19. **Editing for Everyone—A Process Guide (25 pages)**
For anyone, in any setting, who works to improve writing. Explains the different levels of editorial review, and outlines the most useful tools to use, the procedures to follow, and the general issues to watch while editing.



20. **Go Ahead...Proof It! A Quick Guide to Proofreading (5 pages)**
A short primer that outlines the hows and whys of proofreading. Includes valuable tips and proofreading resources.
21. **Go Ahead...Proof It! A Concise Proofreading Clinic (10 pages)**
Expands on the concepts in the *Quick Guide*, and condenses the information in K.D. Sullivan's detailed book, *Go Ahead...Proof It!* This aid is a great introduction for newcomers, and a terrific refresher for professionals.

Checklists

Once you know *how* to proofread, these checklists will show you exactly *what* to look for. Each comes with a starter style sheet to fill in as you go. Again, choose the level of detail that suits you best.

22. **Checking the 4 Cs—Quick-Reference Editing Checklist (1 page)**
A condensed version of our detailed checklist. This one-page list of brief reminders is easy to consult while editing.
23. **Checking the 4 Cs—Expanded Editing Checklist (5 pages)**
An in-depth list that covers the specifics of what to address while editing. Alerts the user to the most common writing pitfalls, and helps anyone ensure accuracy, consistency, clarity, and effective presentation. Useful as a companion to *Editing for Everyone*, or on its own.
24. **Checking the 3 Cs—Quick Reference Proofreading Checklist (1 page)**
Reminds you, at a glance, of what's most important to watch for as you scout for errors in any text.
25. **Checking the 3 Cs—Basic Proofreading Checklist (3 pages)**
With examples and more detail, expands on the *Quick Reference Proofreading Checklist*. This list is perfect to help you polish shorter or simpler documents.
26. **Checking the 3 Cs—Expanded Proofreading Checklist (4 pages)**
Covers a bit more ground than the *Basic Proofreading Checklist*. Includes sections on headers and footers, tables of contents, graphs and artwork, sequence, and more. Use it for longer or more complex documents.
27. **Professional 8-Stage Proofreading Checklist (4 pages)**
A comprehensive checklist for professionals, or anyone looking for the last word in accuracy. Outlines, step by step, what to look for at each stage of the K.D. Sullivan 8 Stages of Proofreading® process.



28. Proofreading Checklist for the Web (4 pages)

A thorough set of proofreading reminders for general text, drawn from our *Expanded Proofreading Checklist*, plus sections that focus on the function and appearance of web pages.

Additional Help

These aids help you fine-tune your proofreading skills.

29. A Guide to Proofreaders' Marks Plus Examples (2 pages)

A handy guide to the industry-standard marks proofreaders use when working with hard copy.

30. Tips from the Proofreading Pros (8 pages)

Priceless pointers from the people who catch errors for a living. In the time it takes to read it, this aid will make you a far better proofreader.

Proofreading Tests

31. Copyediting Test—MS Word (2 pages)

This ready-made test helps you assess the skill of any prospective copyeditor or proofreader. It includes two answer keys—one for the copyediting level and one for the proofreading level— and can be customized to include items unique to your own industry or workplace.

For Those Who Want More

32. Go Ahead...Proof It! A Start-Up Guide to In-House Proofreading (5 pages)

A practical discussion of how to set up a proofreading system in your own organization. This aid offers guidance on either hiring a full-time proofreader or tapping in-house talent. Includes suggested resources to help an in-house proofreader excel.

33. Proofreading Workshop (60 pages)

An in-depth, workbook-format guide that can stand alone or serve as the basis for an instructor-led proofreading training session.

34. Business Writing Workshop (50 pages)

An in-depth, workbook-format guide that can stand alone or serve as the basis for an instructor-led training session on business writing.



Specialty Editing and Proofreading

35. **Advertising Style (4 pages)**
A guide to reviewing projects in the unique world of advertising copy—text that often includes shortened or abbreviated phrasing that you might query in a book or manual that might be just fine (or preferable) for ad copy.
36. **Annual Reports with Financials (3 pages)**
Details the four-step process for reviewing rows and columns of financial tables.
37. **Catalogs (3 pages)**
This aid is full of insider tips on what to look for in the *many* elements in a catalog you won't find in general text.
38. **Computer-Related Text (4 pages)**
Guidelines on tending to the usual editorial tasks in computer-specific text, as well as help on how to tiptoe carefully around programming codes, field names, menus, screen elements, and other high-tech terms and elements.
39. **Proofreading Checklist for Computer-Related Text (4 pages)**
In addition to the detail you need to ensure clarity, accuracy, and consistency in general text, learn what to look for in text that references programming code, GUI features, and other computer specifics.
40. ***The McGraw-Hill Desk Reference for Editors, Writers, and Proofreaders* (McGraw-Hill, 2006, 238 pages and CD)**
This book is a compilation of all of the job aids—and much more. It's your all-in-one resource for writing, editing, and proofreading for the way we work now. Shows anyone how to ensure error-free writing, time after time, on paper or onscreen. Includes chapters on the latest technology from professionals, shortcuts and timesavers, exercises, and more.

Most of these job aids can be customized for your industry or translated into nearly any language. [Click here](#) to contact us about pricing for current (most are available at no charge) and customized job aids.

