#ACES2018

How Do I Say That?
Laura Poole

#ACESHowDoISay
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Tricky Situations

- Delivering bad news
- Raising rates
- Firing a client
Key Principles
Who Gets the Message?

Framing  WIIFM  Language
Practice Manners and Positive Spin

You *think*: “This is the worst text I’ve ever seen. There’s no way I’m working on it.”

You *say*: “I want you to have the best final product, and I think another editor would serve you better.”
Sometimes: Be Firm and Blunt

KEEP CALM AND GROW A SPINE
Specific Examples
Late Payments

Nice
• Could you please check on this invoice?

Firm
• The invoice is now past due. Can you expedite payment to stay current?

Mad
• This invoice has been sent to collections.
Raising Your Rates

“My new rates are ...”

Negotiate with existing clients

Back up your case with facts

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Rejecting/Leaving a Project

“Your project would benefit from a different kind of editing.”

“This work falls outside my realm of experience and skills.”

“The scope of the project has changed ...”
Firing Clients

“I’m not available.” (repeat)

“I’m specializing in a new area.”

“Take me off your freelancer list.”
Applying for a Job/Gig

- Highlight skills
- Describe relevant tasks
- Learn what you need to
“Only Proofread It”

“I’ll take a look and see what it needs.”

“I’ll give it a standard edit.”

“I maintain certain editorial standards.”
Reporting Plagiarism

Contact client immediately.

Be clear about the problem: give passages, links to originals.

Ask for guidance; escalate if necessary.
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