



Business book full edit

Editorial case study

Rasmus Houliind, founder of the Omnichannel Institute and CXO at the Danish martech firm Agillic, got in touch looking for a comprehensive editing service for his upcoming book, *\$Hello FirstName*. The book would distil over ten years of his expertise and practice in digital marketing, especially around personalisation (or 'personalization', as it would be spelled in the book, to appease the digital algorithm gods). It would contain numerous images and references, and these in turn would support the book's explanation of two innovative new models for use in the personalisation sector.


Rasmus contacted me based on experience working together previously. He says:

I had worked with Hazel indirectly before. Judging from her comments in Word, she was the most competent. So I tracked her down for my next project.

We discussed the work on Zoom and by email, and I quoted Rasmus a fee range based on my impressions of the project. The quote included a breakdown of the individual services I would provide. I was also happy to recommend several potential proofreaders for Rasmus to check out. After a couple of months, in which Rasmus finished writing, it was time for the editing to begin.

I conducted an initial check of the text and assembled a list of questions for Rasmus. At this stage, these were about overarching matters, such as how images would be mentioned and his preferences around key terminology. Once these queries were resolved, I started to work my way through the manuscript sentence by sentence. Additionally, although Rasmus already had a carefully constructed organisational scheme for the book, he had asked for feedback on the overall flow, so I looked out for opportunities where this might be tightened. As agreed, I also researched and completed references where needed, to ensure other authors' concepts and words would be properly credited. Rasmus says:

I'm not a native English speaker – so my English, albeit quite good, is far from that of a native English speaker. Hazel helped to make the manuscript more easily accessible and understandable than it would have been. She's also razor sharp in having an eye for the



structure and flow of the text. Which terms have been mentioned and explained in which order? For an author who edits their manuscript back and forth many times, this can be super-tricky. So Hazel provided invaluable help here.

I provided my editorial feedback in the form of track changes within the text and detailed comments in the margin for Rasmus to consider. Some of these comments were explanatory notes (because sometimes the reason for an edit isn't obvious in isolation) and some were queries on the meaning or flow. I sent the manuscript back to Rasmus with a handover document containing additional general notes on what I'd done, suggestions on things to watch out for as the project progressed, and responses regarding some specifics he had asked me to look out for in the text. I also sent details of the styles (spellings, capitalisation, etc.) I had implemented throughout the book, so Rasmus's proofreader would know which styles to follow.

It was then over to Rasmus to work through the editorial feedback. He says:

It's always tricky to handle criticism. But Hazel's suggestions and critique are 99% of the time super-relevant and she always conveys her thoughts in a pleasant and well-argued manner.

We had agreed a one-stage editing service, where I would provide my editorial feedback and Rasmus would finalise the manuscript himself. However, as is very common as projects evolve, it ultimately made sense for the manuscript to come back to me for a few final checks.

On the final result, Rasmus says:

There were specific parts of the manuscript where I was in doubt of whether I had explained myself properly – and parts where I surely knew I hadn't. Hazel helped sort those parts out so I could rephrase and rework them. Those were very crucial parts of the manuscript, so I feel it became so much better and more congruent. I'd recommend (and have done so already) Hazel to anyone seeking an editor for their book project!



Balance functionality and flair to effectively communicate your expertise or big idea – and capture your reader's imagination

If you're looking for editorial or editorial project management services that see the details *and* the big picture, building on over 15 years' experience, visit www.wordstitchededitorial.com or get in touch at hazel@wordstitchededitorial.com. Let's discuss how to move your project forward.