

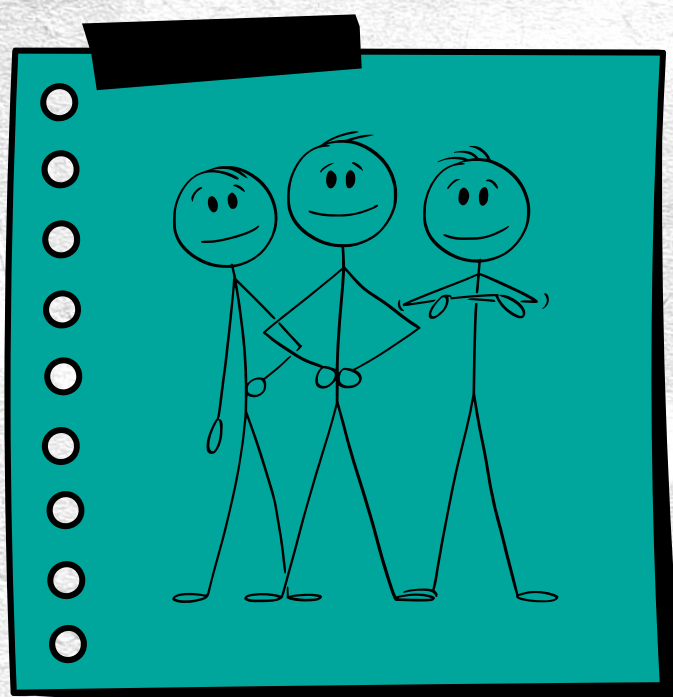
LET'S

EDIT BETTER!

First impressions are **EVERYTHING**. Today, those often come in some form of writing. Learn to say it clearly, powerfully, and **MISTAKE FREE!**

→ THE TEAM

- 2-3 consistent people
 - Gives a consistent voice
 - Creates checks and balances
 - Quick and thorough process to produce content more quickly



PRINT

Hardcopy

Trust Me

PRINT IT OUT!!!

→ BACKWARDS

- Read the document
 - Out loud
 - **BACKWARDS**
- Your brain will not automatically form the right word
- You **WILL** catch errors



OUT LOUD ←

- Read it **OUT LOUD**
 - You will hear **AND** see mistakes
- See if it flows
 - Does it make sense?
 - Pause at punctuation

