

Red (Ink) Scare

Having a bad case of editorial anxiety? Relax with this issue of *KB CommEntary*.

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including employee communications, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Writing and editing marketing and employee communications for an academic research organization
- Formatting and revising technical reports and manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Revising and maintaining GMP facility drawings
- Drafting, reviewing, and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

Don't Fear the Editor

Life is full of uncomfortable, anxiety-inducing, and downright scary moments: trying out for the team, a first date, that big presentation to a bunch of suits. Many of us would add to that list having our writing edited by a pro. For some, it evokes memories of red ink all over those sixth-grade essays. Or it could be a case of "what do you mean this is wrong—I've been doing it this way all my life!" Regardless of our particular reaction to being corrected, it's safe to say none of us enjoys having our mistakes pointed out.

We at KB COMM have sat at both sides of the editing table, and we'd like to offer some perspective based on our experience. First, please be assured that we and our editor colleagues know how it feels. We've all been there—a lot. Being edited ourselves has been part of our professional education. And believe it or not, our motivation in marking up your literary masterwork lies not in a desire to avenge every slight we've suffered, but because we genuinely want you to become a best-selling author. Really! It's nothing personal. We just want to make your document the best it can be. For us, that's a job well done.

And how would we advise you to approach working with us? For one thing, don't fall in love with what you write. Do your best, but expect that we will suggest some changes, and they might be extensive. Embrace those changes. Remember—we're trying to make you look good! If there's something you don't understand, please ask. Most editors will be happy to explain the reason for a change or suggestion. Above all, we encourage you to think of the writing/editing process as a team effort in which we're all trying to accomplish the same thing: a professionally rendered, effective bit of communication.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

Kbcommlc.com

