

Recommended Resources on Marketing for Editors

(from the Editors Guild panel on marketing, May 11, 2017)

From Anne Moreau:

Facebook Groups

Discuss clients, freelancing, and editing with others in the same boat; network; share laughs and tales of triumph; learn from the mistakes and horror stories of your colleagues; and get sympathy when things go awry. Also, procrastinate like a pro.

Editors' Association of Earth (EAE):

<https://www.facebook.com/groups/EditorsofEarth/>

Editors' Association of Earth Backroom:

<https://www.facebook.com/groups/EAEBackroom/>

Fiction Editors of Earth:

<https://www.facebook.com/groups/883454338368110/>

Business + Professional Development for Editors:

<https://www.facebook.com/groups/1092754157480330/>

Blogs and Books

The Freelancery

Walt Kania

<http://thefreelancery.com/about/>

Walt Kania is a freelance copywriter who writes a blog on how to think like a professional running a business—you could say his topic is the psychology of freelancing. Or, how to stop panicking about being a freelancer and start thriving.

The Wealthy Freelancer

Steve Slaunwhite, Pete Savage, and Ed Gandia

Despite the clickbait-ish structure of this book, it has some truly useful tips. The discussion on ballpark pricing, including why and how, opened my eyes and made me much more comfortable talking to clients about pricing. I also like their ideas on buzz pieces, articles that could be used in lots of different ways—educating clients, establishing expertise and rapport, attracting qualified leads.

The Designer's Guide to Marketing and Pricing

Ilise Benun and Peleg Top

Although it's for designers, most of it applies to editors too. This book is like a primer and workbook in one, with clear explanations and exercises throughout. Topics include figuring out your market, coming up with a business name, elevator speeches, what to charge, and

what to include in your contracts. While not all of it applies to editorial freelancing or consulting, I still found it useful to think through their recommendations. Plus, it feels comprehensive without being daunting.

From Beth Jusino:

Here's my (small) recommended list:

- * *Quiet* by Susan Cain
- * *The Zen of Social Media Marketing* by Shama Kabani
- * *The Author's Guide to Marketing* by Beth Jusino

Weekly email and freelance support books by Paul Jarvis:

<https://pjrvs.com/>

From Lea Galanter:

Websites & Newsletters

Katharine O'Moore-Klopf: http://www.kokedit.com/ckb_1.php

Lots of articles about freelancing and marketing. She also maintains a list of editing services companies.

Proofreaders Parlour (Louise Harnby): <http://www.louiseharnbyproofreader.com/blog>

Lots of great advice; her newsletter is worth subscribing to.

An American Editor (Rich Adin): <https://americaneditor.wordpress.com/>

Subscribe to his newsletter for lots of advice on running an editorial business.

Copyediting-L: <http://www.copyediting-l.info>

An email discussion list for copy editors that has been around since 1992.

Copyediting.com: <http://www.copyediting.com>

Tons of great articles and links; they also have classes.

Andrew & Pete: www.andrewandpete.com

Great site for marketing info with a lot of videos.

Liz Broomfield: <https://libroediting.com/e-books/>

Advice and e-books on business.

Writers & Editors: http://www.writersandeditors.com/for_editors_57430.htm#bookmark7

Great list of informational links for editors and publishing professionals.

Facebook Groups

In addition to the ones mentioned above, look for groups in your niche, such as Academic Editors, Historical Novel Society-Manuscript Group, and Science Fiction and Fantasy Authors.

Books

Marketing Your Editing & Proofreading Business, Louise Harnby

Content Marketing Primer for Editors & Proofreaders, Louise Harnby

What to Charge, Laurie Lewis

Places to Network

Meetup.com: <http://www.meetup.com>

Great for finding groups near you that meet regularly. There's even a "Networking for Introverts" group.

Seattle Networking Guide: <http://www.iloveseattle.org>

Calendar of places to network, including places you wouldn't think of, such as your local

Your local Chamber of Commerce, which often holds free networking events.

Exceptional Connections: <http://exceptionalconnectionsnetworking.com>

Meets monthly for marketing-focused presentations.

Toastmasters: <https://www.toastmasters.org>

Great for learning how to speak publicly and gain confidence talking to others.