

# ***General Proofreading: Theory and Practice™***

## **Course Syllabus and Objectives**

Instructor: Caitlin Pyle

*General Proofreading: Theory and Practice™* is an intensive training course which implements multimedia online learning tools to effectively prepare students to create their own freelance business as a general proofreader. All students receive lifetime access to course content, the Facebook support group, and all future updates to course curriculum.

### **Media Used Within the Course:**

- Downloadable Handouts and Worksheets
- PDF Simulation (Practice) Essays/Texts with Answer Keys
- Online Facebook Support Group
- Additional Online Resources

### **Recommended Texts/Resources:**

- *The Chicago Manual of Style (16<sup>th</sup> Edition)*
- *Merriam-Webster's Collegiate Dictionary (11<sup>th</sup> Edition)*

## **Course Content**

### **Module 1:** Introduction to General Proofreading

This overview will cover who needs a proofreader, the skills you need to be successful, and the differences between proofreading and editing/copyediting.

Lessons include the following:

- Why Proofread?
- Skills Needed to Be an Excellent General Proofreader
- Who Needs a Proofreader?
- What a General Proofreader Does (and Doesn't) Do
- Terms Commonly (but Incorrectly!) Used as Proofreading
- Editing at a Proofreading Rate

### **Module 2:** Get into the Proofreading Mindset

You'll learn about the different types of markets you can specialize in as a proofreader -- plus learn some common terms used in the industry.

Lessons include the following:

- Proofreading Niches
- Proofreader Lingo

### **Module 3: Proofreading Basics**

This module covers the most common types of errors you will need to watch out for as a proofreader. Then you'll be ready to dive into the practice worksheets and put your skills to the test!

Lessons include the following:

- Types of Errors
- Capitalization
- Apostrophes
- Hyphens
- Commas and Semicolons
- Quotation Marks
- Subject/Verb Agreement
- Noun/Pronoun Agreement
- Commonly Misused Words
- American and British Spelling Variations

### **Module 4: Proofreading Methods + Practice**

You'll see four different types of proofreading methods with thorough lessons on how to make them work best for you. Then you'll put them to work with sample practice texts.

Lessons include the following:

- Proofreading Methods
- Proofreading Practice

### **Module 5: Turning Proofreading into a Business**

Now that you have the skills and practice you need, you're ready to learn how to build your business. You'll learn how to create your website and résumé, and you'll learn all about rates, taxes, and a great place to get even more experience as a proofreader before pitching clients.

Lessons include the following:

- Creating a Website
- A Step-by-Step Guide to Setting up Your Business Website
- Writing Your Résumé
- Setting Your Rates
- Taxes and Incorporating Your Proofreading Business

- Building on Your Proofreading Experience

### **Module 6: Looking for Jobs**

This module is GOLD. We're going to show you the different ways you can get proofreading clients.

Lessons include the following:

- Proofreading and Freelance Associations
- Social Media
- Social Media Dos and Don'ts
- Blogging
- Online Marketplaces
- Online Profiles
- Writing a Proposal
- Avoiding Scammers
- Don't Expect Clients to Just Come to You

### **Module 7: Once You Get the Job**

You've landed a gig. Now what? We'll show you how to work with your client's preferences, your relationship with other editors, and the best way to bill your clients.

Lessons include the following:

- Starting Off on the Right Foot
- Working with Client Preferences
- A Proofreader's Relationship with Other Editors on the Project
- How to Bill Your Clients
- Your Reputation
- Asking for Testimonials

### **Module 8: Getting the Most Out of the Freelancing Life**

You've made it! We'll end the course by showing you how a typical proofreader structures their day, plus how to build the confidence you need to succeed.

Lessons include the following:

- Organizing Your Time to Avoid Burnout
- A Day in the Life of a Proofreader
- Gaining Confidence

**Module 9:** Ignite Plus Exam (accessible to Ignite Plus students only)

The hand-graded exam evaluates students for aptitude and competence in the practice of general proofreading.

**Bonus Module:** The Money Mindset Transformation

In the groundbreaking *Money Mindset Transformation* workshop and workbook -- which together take about 2-3 hours to complete -- you'll learn seven life-changing concepts that will transform the way you think about money forever. The secret to making more money probably isn't what you think it is!

## **Additional information**

### **Course Length and Commitment Required**

Students should expect to spend a period of at least one month on the course material. Taking longer to ensure full absorption of the material is highly recommended, especially for students who need more punctuation practice.

### **Testing/Grading Procedures and Official Certificate of Completion**

Ignite Plus-level students have the opportunity to take a human-graded exam on completing the course content. In order to qualify for a certificate, students will need to pass the exam with a score of 90% or better.