

# Sample Copy Edits

Examples of the importance of writing correctly and clearly

This document provides you with a glimpse of several styles of writing and how they were improved by DocUmeant staff. There are samples of marketing copy and personal e-mails as well as business letter writing included for your review.



## **Before**

If you're a woman considering marriage who wants to know the secrets of having a satisfying and fulfilling marriage, surviving marital challenges, and learning answers to questions you don't even know how to ask, then You're about to discover how to get the marriage of your dreams right now!

In fact, if you want to know how to have a satisfying and fulfilling marriage, then this new Book - *"99 Things Women Wish They Knew Before Saying I Do"* - gives you the answers to 99 important questions and challenges every woman considering marriage faces, including:

- What is marriage really like?
- How can I avoid the heartbreak of making poor choices?
- What should I know about myself before I say I do?
- What should I know about my husband to be?
- What are the secrets that make a marriage work?
- ... and more!

So, if you're serious about wanting the marriage of your dreams and you want to know how to have a satisfying and fulfilling marriage, then you need to grab a copy of *"99 Things Women Wish They Knew Before Saying I Do"* right now, because Marriage Expert, Laurie Weiss, Ph.D., will reveal to you how every woman considering marriage, regardless of experience level, can succeed - Today!

\*\*\*

## **After**

You're about to discover how to get the marriage of your dreams, right now! Are you considering marriage? Or, perhaps you're searching for the secrets of a satisfying and fulfilling married life? Would you love to know how to survive marital challenges? Then this new book - *99 Things Women Wish They Knew Before Saying "I Do"* - is the book you seek. Within its pages you will learn the answers to the questions you don't even know to ask.

In fact, *99 Things Women Wish They Knew Before Saying "I Do"* equips you with the answers to the 99 most important questions and challenges every woman considering marriage faces, including:

- What is marriage really like?
- How can I avoid the heartbreak of making poor choices?
- What should I know about myself before I say I do?
- What should I know about my husband to be?
- What are the secrets that make a marriage work?
- ... and more!

So, if you're serious about having the marriage of your dreams, and you want to discover how to have a satisfying and fulfilling marriage, then you need to devour *99 Things Women Wish They Knew Before Saying "I Do"*. In this easy-to-read book, marriage expert, Laurie Weiss, Ph.D., reveals how every woman considering marriage, regardless of experience level, can attain a satisfying and fulfilling marriage—today!

## **SAMPLE: Email Copy Edit #1**

### **Background:**

I need your help for sec, just a short email I'm writing to some guy. He runs a local charity event and I want to convince him our designing will be a great addition for his event.

### **Before**

Hi Steve,

Unfortunately we cannot help you out in the printing aspect. Though we can design you you the following:

- New Logo
- New Flyer
- New Business Card

I believe our designers can truly enhance your image and create a more professional look for your charitable event. If you wish to go ahead with our services, we can setup a meeting where I can discuss and show you our work.

Regards,

\*\*\*

### **After**

Hi Steve,

We at Luxe Studios are grateful for the opportunity to serve the needs of our community whenever possible. As we are a professional design studio, our main focus is in the creation of superior quality layout and design. We have teamed up with a printing firm that has the same strong ethic as we at Luxe Studios adhere to and it is through our affiliation that we are able to offer their exceptional printing services to our clients. Therefore, we are unable to assist you with the donation of the printing at this time. If we can aide you with any design aspects feel free to contact us and we would be happy to facilitate you in these areas. Our talented team is accomplished in the design of the following items and would be pleased to offer these services to your business and for your charity fundraiser:

- New Logo
- New Business Card
- New Flyer

Our experienced team of graphic designers will create a custom flyer that relays your message while promoting your business image. At Luxe Studios we believe that all design projects should successfully provide consistency to all of your written communication while reflecting the uniqueness of your corporate identity. I believe our designers can truly enhance your image and Luxe Studios would be happy to develop a professional look for your business and all of your charitable events.

If you wish to utilize our services, we can arrange to meet and discuss your objectives. At that meeting I will provide you with a sampling from Luxe Studios' portfolio. Please contact me at \_\_\_\_\_ to schedule. I look forward to working with you on this and future projects.

Kind Regards,

## **SAMPLE: Email Copy Edit #2**

### **Background:**

Hiya, Rebecca! Hope all is well; especially, hope your husband is feeling better, in which prayers are being lifted :)

I realize the holiday Halloween appears to be fun and an enlightenment to our children, and you may think I'm off a wall a bit here..., but what would you say in the Christian world, "Halloween" is actually dangerous? Articles can be found at Ryze Jesus' Love Online Bible. Just a thought, in concerns for our children :)

Rebecca says: and my reply I haven't sent it out yet

### **Before:**

I knew this would open up a can of worms I have heard this since I was a kid, and I don't believe Halloween is bad.

Its a fun time for kids and parents...I could say Harvest time instead of Halloween. It's a celebration of a season and its a celebration of love and memory in my family.

I appreciate your voice and your concern for children.

Each year we decorate and have fun, go trick or treating with my family and their kids come home have chili, play games etc we don't feel Halloween is bad but this is for our own family. We use this time to remember those we love who have past on to the other side...as did many people did years and years ago. For us its a fun time of year, we do not allow our kids to dress up as devils etc but with that being said I know that some people do not like Halloween call it evil and such.

But this is my belief for my own family just like I am sure others will have a different opinion of the holiday :) which is ok its a free world and I am glad we are not all the same. We should be celebrating our differences rather than worrying about them...as you know I believe in God I am a Christian but for myself and my family I do not believe Halloween is bad....

My children know about the devil and about God, and they know what we believe and what others believe we do this on halloween:

Go out trick or treating the kids dressed up in football uniforms, farmers, etc and have fun running around the neighborhood with their cousins. Then we go home and talk about those we have lost over the years, remember them and thank God for bringing them into our lives, then we eat chili and play card games while the kids sit around the wood stove trading candy. We have apple dunking contests, doughnut eating contests, scavenger hunts, hay rides and more...

I thank you again for your concern I hope you see how I feel and are not upset by how we celebrate that time of year. :)

\*\*\*

### **After:**

I appreciate your concern for our children and the fact that you have taken your time to voice your opinion on this subject. I too have heard statements to this effect since I was a child. However, I don't believe Halloween is entirely bad in and of itself.

How one family chooses to celebrate a given holiday should be between them and their family and their God. The Bible clearly states that all things are for our good and not evil, but man often chooses to subvert them. I refer to two Biblical examples; All things work together for good for those that love the Lord, Romans 8:28. The other precept I

live by is I Tim 4:4 "For everything created by God is good and nothing is to be rejected, if it is received with gratitude."

So as you can see it is not the holiday per-say but how you perceive it that should affect how you celebrate. For you it may be evil and as surely as you perceive it to be it is. As for me and my family we receive it with gratitude and so it is for us a day of celebration.

Let me clarify for you how my family and I choose to celebrate so that you will better understand this celebration. Halloween has long been a celebration of love and memory in my family. It's a fun time for kids and parents.

Each year we decorate and have fun, go trick or treating with my family and their children and then come home to enjoy food and fellowship. We warm our stomachs with chili and play games while the children entertain themselves. Our family time together includes remembrances of those we love who have past on to the other side...as did many people years and years ago. For us it's a fun time of year.

As you well know I believe in God and am happy to claim Jesus as my Savior. My children know about the devil and about God, and they know what we believe and what others believe. Because of our belief, we do not allow our kids to dress up as devils etc. Our children all dress up in football uniforms, farmers, etc and have fun running around the neighborhood with their cousins.

Then we go home and talk about those we have lost over the years, remember them and thank God for bringing them into our lives, then we eat chili and play games while the kids sit around the wood stove trading candy.

I suppose I could call it Harvest Time instead of Halloween since we also have apple dunking contests, doughnut eating contests, scavenger hunts, hay rides and more...

I thank you again for your concern and hope you better understand how my family and I feel and are not upset by how we celebrate that time of year. I would never want to hurt your faith by something that I do or say. In closing I offer you one last excerpt from God's holy word.

#### Exhortation to Mutual Forbearance ~ Romans 14:1-6

14:1 Now receive the one who is weak in the faith, and do not have disputes over differing opinions.

14:2 One person believes in eating everything, but the weak person eats only vegetables.

14:3 The one who eats everything must not despise the one who does not, and the one who abstains must not judge the one who eats everything, for God has accepted him.

14:4 Who are you to pass judgment on another's servant? Before his own master he stands or falls. And he will stand, for the Lord is able to make him stand.

14:5 One person regards one day holier than other days, and another regards them all alike. Each must be fully convinced in his own mind.

14:6 The one who observes the day does it for the Lord. The one who eats, eats for the Lord because he gives thanks to God, and the one who abstains from eating abstains for the Lord, and he gives thanks to God.

Your sister in Christ,

Postcard Sample Before:

**Gain strategies to save money for your business**

- \* Increase revenue for your business
- \* Learn ways to increase your profits
- \* Great networking with other business industry owners
- \* Make connections with business resources for your business

Where: **Jon Don Tampa Bay**  
**1551 102nd Ave North • St. Petersburg, FL 33716 • 1.800.201.6313**

When: **May 9<sup>th</sup>, 10am-2pm**  
Why: **Free Food, Live Demos and Great Networking**

Get **\$50 off** Ceramic Tile/Grout Cleaning Class on May 25th at  
Jon Don  
with this card

For more information, go to <http://www.morrservices.com>  
or call Morr Services at 727-422-5970

\*\*\*

Postcard Sample After:

**Discover strategies to save you \$\$\$ in your business**

- \* Learn how to increase your revenue and boost your profits
- \* Network with successful business industry owners
- \* Uncover connections and resources to enhance your business success

Where: **Jon Don Tampa Bay**  
**1551 102nd Ave North • St. Petersburg, FL 33716 • 1.800.201.6313**

When: **May 9<sup>th</sup>, 10am-2pm**  
Why: **Free Food, Live Demos and Phenomenal Networking Opportunity**

Don't miss the **Ceramic Tile/Grout Cleaning Class**  
at **Jon Don** on **May 25<sup>th</sup>**

**Save \$50** on the registration fee with this card

For more information call Morr Services at 727-422-5970 or  
visit us online at <http://www.morrservices.com>