

# Who Needs An Editor?

By Patty Baldwin

Who Needs An Editor?

Patty Baldwin  
patty@allbizservices.com

All Biz Services <http://www.allbizservices.com>

Who Needs An Editor?

I do and so do you!

It just amazes me how many intelligent, articulate adults there are in cyberspace. Seriously, every single person who creates a website, prepares a newsletter or publishes ezines is doing a wonderful job of contributing to the wealth of knowledge available to the world.

I am constantly amazed, impressed and humbled by this machine that allows me to connect with such a variety of great people.

But.....(there's always a but isn't there?), it is very difficult to understand why anyone would invest their time and money, pouring their very heart and soul into their work and allow it to be published in an unedited state.

I subscribe to a ton of newsletters and ezines. They flood my inbox every day bringing me pearls of wisdom and much food for thought.

When I read these pieces my heart literally goes out to the writer. Understand that I've been there, sitting at the monitor at 3:00 a.m. trying to formulate text that will "reach out and touch" someone.

Sadly, most of these publications are riddled with errors. Punctuation, grammar, spelling and content. We all seem to be in such a hurry to get our thoughts recorded and out to the public that we tend to forget one important fact:

You only have ONE opportunity to make a first impression. Once that impression is made, you and your work are forever "impressed" into the syntax of the brain of the viewer.

Notice the word publication (from the word public) and the word impression (from the word impress). You are impressing or imbedding if you will, an image to the public through your work.

In addition to my online businesses I work for a local newspaper as advertising director. Granted, it isn't the New York Times but it is important to our local community.

How long would the newspaper continue to draw readers and advertisers if we did not edit and proofread every inch of space? Not very long.

We pay a copy editor to insure that our work is presented as professionally as humanly possible. We have a responsibility to our readers to provide them with the very best that we can give.....and so do you.

In order to be successful you must present a professional image. If you are presenting your work online, don't leave out the last step. It can make or break your online business. Hire an editor.

Patty Baldwin © 2000

\*\*\*\*\*

Patty Baldwin is a former Better Business Bureau executive and the owner of several online businesses. A successful net marketer, she invites you to visit her site at:

<http://www.allbizservices.com>

Mailto:patty@allbizservices.com

\*\*\*\*\*

\*\*You may reprint this article, unedited, and with the above resource box included. Please send a copy of the issue in which you plan to use it. \*\*

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)