

Transcript for the June 28, 2013, Freelance Friday #EFACHat  
Topic: Working with Indie Authors

Note: Extraneous artifacts have been removed, as well as profile pictures following their first appearance.



[EFAFreelancers](#) @[EFAFreelancers](#) Join us at 3:00 p.m. EDT for today's Freelance Friday [#EFACHat](#). Our topic: Working with Indie Authors.

[EFAFreelancers](#) @[EFAFreelancers](#) Grab your fav cool drink and tap in to [#EFACHat](#). We begin in an hour. [the-efa.org/mem/meetings\\_t...](http://the-efa.org/mem/meetings_t...)



[rmharnist](#) Excited for the [#EFACHat](#) that starts shortly! Anyone else joining?

[EFAFreelancers](#) Have questions or experience about working with the independent publishing world? Only a few minutes until the [#EFACHat](#) gets underway.



[wirfy](#) @[rmharnist](#) I'm ready for [#efachat](#)!



[jennzedit](#) It's almost time! Today's [#EFACHat](#) about working with indie authors starts at 3 PM EST.

[EFAFreelancers](#) Welcome to today's @[freelancefriday](#) [#EFACHat](#). We're glad you could join us round the virtual watercooler.

[EFAFreelancers](#) We'll discuss how [#editors](#) [#proofreaders](#) [#writers](#) and other @[EFAFreelancers](#) work w the indie publishing world.

[EFAFreelancers](#) Q1 - Please introduce yourself and tell us if you have experience working with Indie authors or publishers.

[EFAFreelancers](#) A1 - I'm Christine Hunt, today's moderator and an Indie author. I've worked Indie for decades.



[joe\\_saling](#) This is my first [#EFACHat](#), but looking forward to finding out about it.



[rosefox](#) Hello, @[freelancefriday](#) [#EFAChat](#) folks! I'm a magazine editor who freelances as a manuscript editor for unpublished authors.

[joe\\_saling](#) <[#EFAChat](#)> This is my first EFA chat, and I've already had a problem posting. I hope someone gives instructions



[wordcat2edit](#) A1-I'm Brittany Dowdle, freelance copyeditor and proofreader. I work mainly with publishers, but I'm interested in indie authors.

[EFAFreelancers](#) @[EFAFreelancers](#): We'll discuss how [#editors](#) [#proofreaders](#) [#writers](#) and other @[EFAFreelancers](#) work w the indie publishing world.

[EFAFreelancers](#) @[joe\\_saling](#) What type problems are you having, Joe?

[joe\\_saling](#) Hi @[freelancefriday](#) [#EFAChat](#). This is my first time doing this. I hope This one posts.

[wirfy](#) Hubby and I have own publishing co for indie authors and our own print and eBooks. [detroitinkpublishing.com](#)



[EveFeinstein](#) I'm Eve. Sorry to be asking a technical question, but I can't figure out how to post while I have the conversation up.



[RobinMcCarthy28](#) I'm Robin McCarthy, I've been doing manuscript consultations with indie writers, looking to be able to move further with them.



[ProfEdit](#) I'm Teresa Barenfeld, copyeditor and technical editor of STEM and social sciences.

[wirfy](#) @[EveFeinstein](#) Make sure u are following EFA, then go 2 own Twitter, search for hashtag [#EFAChat](#). Follow and post from there.

[EFAFreelancers](#) Welcome, everyone to [#EFAChat](#). Off to a little bit of a rough start due to technical issues. Should soon be running full steam.

[EveFeinstein](#) I'm a freelance editor in the SF Bay Area and work mainly in academic and trade publishing. No indie experience yet.

[EFAFreelancers](#) Q1 repeat - Please introduce yourself with a bit about your Indie experience.

[wirfy](#) seems that I have to manually update the stream. Miss the old way that Twitter deleted.

[rosefox](#) Hello, @[freelancefriday](#) #EFAchat folks! A1: I'm a magazine editor who freelances as a manuscript editor for unpublished authors.

[wirfy](#) A1: Hubby and I have own publishing co to publish print and eBooks for indie authors and ourselves. [detroitinkpublishing.com](#)

[EFAFreelancers](#) @[wirfy](#) -- Agree! Especially with the TweetChat site out of operation.



[TheChatDiary 3:13pm via TweetDeck](#)

@[EFAFreelancers](#) hiya.. please add your twitter chat [#EFAChat](#) to our fully searchable twitter chat site.. cheers.. Mark

[joe\\_saling](#) I've worked on two books with a health publisher and have worked with a couple of independent authors, both in the area of health

[rosefox](#) A1: Some of my clients are looking for agents/publishers, but most self-publish (sometimes as a route to trad publishing).



[jennzedit](#) A1: I'm Jenn Zaczek. Launched my full-time freelance career in March 2013 but have been working with indie authors since last fall



[TammySalyer](#) Hi! I'm a freelance editor at [inspiredinkediting.com](#) and work w mostly #indie authors. Love it!



[GLHancock](#) publisher/editor/writer First traditionally published about 50 years ago. Now gradually retiring.



[RobinMcCarthy28](#) Robin McCarthy, provide manuscript consultation to Indie authors, considering expanding into assisting with self publishing



[cacudnik](#) @EFAFreelancers A1. I'm new to freelancing, but have worked as an editor with several indie authors on fiction manuscripts.

[joe\\_saling](#) I just set up a meeting with a new client who is working on a book for "mid-lifers" about healthy living



[gillianmcgarvey](#) I'm Gillian (hard G) McGarvey, content and copy editor for publishers and org's. Recently started editing for indie authors as well

[wirfy](#) Our 1st biz was academic and biz writing and editing ([writingitrightforyou.com](#)), but we had so many authors, we added the 2nd biz.

[EFAFreelancers](#) Q2 - What has been your greatest challenge in working with Indie publishing?

[wirfy](#) A2: Greatest challenge is getting authors to understand that the "old" way of getting published (esp when you're new) is GONE.

[GLHancock](#) A2 indie marketing!

[EFAFreelancers](#) @[wirfy](#) A2 What has worked in getting authors to understand the changes in the publishing industry?

[rosefox](#) @[EFAFreelancers](#) A2: I have to turn away a lot of clients whose work just is not publishable. I don't feel right taking their money.

[wirfy](#) @[GLHancock](#) Indie marketing is more than 1/2 of the job! Writing and editing are the easy parts! LOL!

[EFAFreelancers](#) @[GLHancock](#) A2 - What marketing have you tried that's worked? Or what hasn't?

[TammySalyer](#) Question: Anyone had concerns w [#indie](#) authors doing heavy revisions post-editing, but still crediting you as editor? 1/2

[TammySalyer](#) How have you handled it? 2/2

[jennzedit](#) A2: I am with @[rosefox](#). I've seen a lot of manuscripts that were beyond help.

[ProfEdit](#) A2: I haven't done much work for indie AUs, usually edit for orgs; challenge w/indies is to define level & amt of editing.

[wirfy](#) @[EFAFreelancers](#) I tell my clients flat-out that unless you're a "big name" already, you just won't get an agent or a contract.

[EFAFreelancers](#) @[rosefox](#) A2 - For those you turn away, what do you think is missing? Understanding standards? Lack of skill?

[joe\\_saling](#) I've told several clients they weren't ready for me and so couldn't afford me

[TammySalyer](#) Yes, I've seen that too. Main reason I offer manuscript evals. @[jennzedit](#)  
@[rosefox](#)

[GLHancock](#) @[EFAFreelancers](#) My mktg efforts were website (fail) then putting products in Kindle Store, using Twitter to supplement Amazon mktg.

[wirfy](#) I have a professional writing coach on my team. I recommend her to some people.



[wendytoole](#) Interesting discussion at [#EFAChat](#) right now about working with indie authors - recommended Twitter viewing!

[EveFeinstein](#) The one time I corresponded with an indie author I essentially turned down the job b/c the quality was too poor

[rosefox](#) @[TammySalyer](#) My contract says the author can't name me (in acknowledgments etc.) without my permission.

[rosefox](#) @[TammySalyer](#) Similarly, I can't use the author's name to promote my editing work without the author's permission--fair's fair.

[EFAFreelancers](#) @[wirfy](#) How do they receive that?

[wirfy](#) I have a rate sheet that defines the diff't levels of editing. They choose their level and the corresponding fee.

[rosefox](#) @[wirfy](#) I've personally seen many self-published and unpublished authors get agents; not sure why you'd say otherwise.

[wirfy](#) @[EveFeinstein](#) I'm sorry, Eve. Elaborate on what?

[rosefox](#) @[EFAFreelancers](#) t Usually what's missing is experience. I encourage writers to find crit groups, read widely, keep writing.

[GLHancock](#) Amazon used to do great marketing of books until it took away tagging. Marketing only via a blog and website were nearly useless.

[ProfEdit](#) A2: I haven't done much work for indie AUs, usually edit for orgs; challenge w/indies is to define level & amt of editing.

[wirfy](#) [@rosefox](#) Well, maybe NEVER is kinda a strong word. But I let them know that it's not as easy as "build it and they will come"...

[EFAFreelancers](#) [@jennzedit](#) [@rosefox](#) A2 - Were those authors open to advice or suggestions? Or did you just say 'No' and move on?

[joe\\_saling](#) I find that some writers contact me thinking they need an editor from the start. What they really want is guidance.

[rosefox](#) [@EFAFreelancers](#) Authors drawn to the speed of self-pub are often daunted at the idea that it still takes years to develop skills.

[EveFeinstein](#) I've seen firsthand how impossible it is for a first-time author to publish the traditional way, but I don't fully understand why

[joe\\_saling](#) I find that some writers contact me thinking they need an editor from the start. What they really want is guidance.

Retweeted by [rosefox](#)

[jennzedit](#) I recommend books on writing and suggest they join writers' groups. How they take it depends on where they are in their process

[GLHancock](#) I encourage indie authors who send me the worst mss to learn how to write before submitting mss to anyone, anywhere. Some get mad.

[rosefox](#) [@EFAFreelancers](#) Most authors are very open to advice--they wouldn't be looking for editors otherwise!

[EveFeinstein](#) In spite of a fair amount of contact w/ industry, some changes in publishing still baffle me

[jennzedit](#) e.g., one author said he'd read his mss so many times and had made it the best it could be that he didn't want to revise anything

[rosefox](#) [@EFAFreelancers](#) I have a list of resources on my website: [ow.ly/mukRB](http://ow.ly/mukRB) Having a link to give them softens the blow...

[GLHancock](#) [@joe\\_saling](#) Yes! They seem to think all editors are so-called "coaches" - and I certainly am not. Learn to write first!

[rosefox](#) [@EFAFreelancers](#) ...because it suggests that lots of people need those resources, not just the person I'm writing to.

[joe\\_saling](#) [@jennzedit](#) That seems to be a particular problem with writers who have already self-published.

[EFAFreelancers](#) A2 - My greatest frustration is a lack of expectation or understanding of what it takes to produce quality work. Anyone seen that?

[EveFeinstein](#) @[rosefox](#) @[EFAFreelancers](#) Yes, but they can't all afford the level of editing they need

[EFAFreelancers](#) @[rosefox](#) Nice list. Have you seen Scott Nehring's 4-Act Story Structure?

[wirfy](#) @[EFAFreelancers](#) Seen WAY too much misplaced expectations and very shoddy quality. Hurts this former English teacher's heart!

[GLHancock](#) @[EFAFreelancers](#) ALL THE \*\*\*\*\* TIME! This is why I am editing less & enjoying it more. No one wants to pay for high [#quality](#)

[EFAFreelancers](#) @[GLHancock](#) Do you offer resources to them to help them learn?

[EFAFreelancers](#) @[rosefox](#) I agree. Resources page is good point of contact for any indie wanting to know more.

[wirfy](#) I've often heard "but I can't afford you"! Not to be mean, but: "Sorry!" I'm running a biz here. Lots of stuff I can't afford.

[GLHancock](#) @[EFAFreelancers](#) I have tired of educating newbies. I blogged almost daily for many years, explaining [#writing](#)

[joe\\_saling](#) How many turn down work when someone says "But I only need you to..." when you know they need more than that?

[EFAFreelancers](#) Q3 - How have you found work in the Indie publishing world?

[EFAFreelancers](#) @[joe\\_saling](#) Definitely been there, Joe. How do you handle those Indies?

[rosefox](#) @[EFAFreelancers](#) A3: I hang out my shingle on the EFA site and wait! Almost all my clients find me that way.

[jennzedit](#) A3: Most indie authors I work with contact me through my EFA profile or website

[wirfy](#) 2 find work: We have 2 websites and do lots of blogging and social media. 99% of clients are now repeat biz, referrals, via SMM.

[EFAFreelancers](#) @[jennzedit](#) How many jobs have you gotten through the EFA? What about your profile makes it attractive to potential clients?

[wirfy](#) I have found must be VERY specific when discussing their needs and my services and fees. Never quote off-cuff. It's a process.

[EFAFreelancers](#) @[wirfy](#) What is SMM?

[joe\\_saling](#) I usually do a sample section (at full charge) so they can see how much needs to be done. That doesn't really work all the time

[wirfy](#) @[EFAFreelancers](#) @[jennzedit](#) Gotten 5 jobs via EFA since joining last year. Very complete EFA profile and websites.

[EFAFreelancers](#) @[rosefox](#) What about your profile do you think makes it attractive to potential clients?

[GLHancock](#) A3: Participating in local groups, but mostly by being recommended by Preditors & Editors. Have great Internet cred & history, too.

[wirfy](#) @[EFAFreelancers](#) SMM = Social Media Marketing in Twitter-speak! LOL!

[rosefox](#) @[EFAFreelancers](#) I'm very specific about the genres I specialize in. I think fiction writers look for genre-savvy editors.

[joe\\_saling](#) So far, most of the people I work with have worked with me before. Some wrote for me on a magazine I edited.

[jennzedit](#) @[EFAFreelancers](#) 8 jobs since 3/13. I think of the words authors will use when searching the directory & plug those into my profile

[rosefox](#) @[EFAFreelancers](#) And I've had at least one client say I was one of the very few editors who specifically offered to edit erotica.

[TammySalyer](#) How do you handle it when an author asks permission to credit you, but you don't want it? @[rosefox](#)

[EFAFreelancers](#) Q4 - How do you handle the Indies who need more work done than they're willing to admit?

[rosefox](#) @[EFAFreelancers](#) I used to list every possible keyword but over time I've narrowed it down. I think it's possible to overdiversify.

[rosefox](#) @[TammySalyer](#) Hasn't happened yet, for which I'm grateful.

[GLHancock](#) A3 When I quit local groups, I thought of joining EFA but have not yet - may work no more!

[rosefox](#) @[EFAFreelancers](#) A4: Same as any client: quote for the work I'm willing to do, or turn them away.

[jennzedit](#) I am completely honest with them. I find that no matter how disappointed they may be, they appreciate the honesty.

[EFAFreelancers](#) Can't believe time has passed so quickly, but we've only about 10 minutes left of [#EFAChat](#). Anyone have a Q they'd like answered?

[wirfy](#) A4: Written into standard contract is periodic review. Reserve right to adjust up or down. Sometimes easier than thought.



[pauldinaseditor](#) [@EFAFreelancers](#) [@joe\\_saling](#) I get that all the time and I offer my professional opinion but then provide what they ask for.

[EFAFreelancers](#) Any long-timers have sage advice to offer?

[rosefox](#) [@wirfy](#) That's a terrific idea.

[rosefox](#) Really great [#EFAchat](#) today on providing editorial services to indie authors.

[GLHancock](#) [@EFAFreelancers](#) LOL! Life is too short to put up with crap! From ANYONE!

[pauldinaseditor](#) [@EFAFreelancers](#) I am a freelance book editor with many Indie clients.

[EFAFreelancers](#) [@wirfy](#) Periodic review is great contract inclusion. Do you have to use it often?

[rosefox](#) [@EFAFreelancers](#) Can anyone suggest other resources to list on my resource page, especially on the tech site of self-publishing?

[rosefox](#) [@EFAFreelancers](#) Can anyone suggest other resources to list on my resource page, especially on the tech side of self-publishing?

[pauldinaseditor](#) [@GLHancock](#) [@EFAFreelancers](#) If only there were no bills to pay :)

[wirfy](#) [@EFAFreelancers](#) I ALWAYS do periodic reviews. Several times adjust up; sometimes adjust down. Ppl really happy w/down. Me too.

[rosefox](#) [@EFAFreelancers](#) Don't be afraid to turn down clients if you're not the right editor or they're not ready.

[EveFeinstein](#) Thanks for great chat - lots of good guidance for moving into indie editing

[rosefox](#) [@EFAFreelancers](#) As for getting clients, look for midlist authors who are considering branching out to restart stalled careers.

[TammySalyer](#) Here is my resource page. May be something new and useful to others.  
[inspiredinkediting.com/?page\\_id=9](http://inspiredinkediting.com/?page_id=9)

[EFAFreelancers](#) Anyone have a suggestion for a future [#EFAChat](#) topic?

[wirfy](#) Thanks for great chat, all! See you next month.

[pauldinaseditor](#) [@rosefox](#) [@EFAFreelancers](#) ALL my clients need more work than they think or that they can afford.

[rosefox](#) [@EFAFreelancers](#) How about genre-specific [#EFAchat](#) discussions? I'd love to connect with other editors of SF/fantasy and romance

[EFAFreelancers](#) Thank you, everyone, for participating in today's [#EFAChat](#). We're looking for more Twitter Team members, if anyone's interested.

[joe\\_saling](#) This was my first chat. I'll definitely be back

[pauldinaseditor](#) 3:58pm via Web

[@rosefox](#) [@EFAFreelancers](#) 30 years experience!

[jennzedit](#) [@EFAFreelancers](#) Thanks. Enjoyed the [#EFAChat](#) and hope I can make it to the next one too.

[EFAFreelancers](#) Hope all [@EFAFreelancers](#) and [#EFAChat](#) -ers have a relaxing weekend and an enjoyable 4th of July celebration. See you next month!

[EFAFreelancers](#) A copy of this [#EFAChat](#) transcript will be available on the EFA's Twitter page.