

May 25, 2012 Freelance Friday #EFAChat
Topic: Portfolio Options for Editorial Freelancers
20 contributors, 19 retweets, 22 @replies, and 0 links

@EFAFreelancers: Hello everyone and welcome to our Freelance Friday chat! Use the #EFAChat hashtag to join the discussion.

@EFAFreelancers: This month's topic is portfolio options for editorial freelancers: good ways to showcase your work samples for prospective clients

@EFAFreelancers: You can use <http://t.co/GsdIe47h> to follow #EFAchat if you're new to Twitter chats. It automatically adds the hashtag

@EFAFreelancers: Let's start off with some introductions first. Where is everybody from, and what do you do?

@EInspirations: Hello! Excited for this talk! I'm from Richmond, VA, and I am a freelance copyeditor, indexer, and proofreader.

@EFAFreelancers: (from @lieslw) I'm a writer & editor in #DC, lately doing copywriting for nonprofit, univ, & small biz

@EFAFreelancers: .@EInspirations: Glad to have you! Interested to hear about indexers' challenges for portfolios

@jamesfraleigh: Northern NJ-based freelance copy editor, proofreader, and writer. Deadlines are my lifeline!

@EFAFreelancers: Oops, that was supposed to say "Tweetchat dot com": Twitter changed the link!

@MargaretEdits: @EFAFreelancers Hi, I'm a copyeditor, proofreader, indexer, & writing coach from #Pittsburgh. I work w/ acad & busin writers.

@EFAFreelancers: Welcome @jamesfraleigh & @MargaretEdits!

@SVB_Editor: Hello again! I am a freelance copyeditor and writer living in Western New York.

@EFAFreelancers: I'll start with a couple of questions to get us started. Q1: What do your prospective clients ask to see, as far as work samples?

@jamesfraleigh: For editing+proofreading, they usually ask for a sample of either task on a document they send me.

@EFAFreelancers: Welcome @SVB_Editor! Looking forward to hearing everyone's experiences w/ work samples & portfolios

@SVB_Editor: Q1: Oddly enough, no client has ever asked me for samples yet.

@kimbookless: @EFAFreelancers I'm a freelance writer / copy editor in Chicago. I work w/B2B and educational materials. Starting to edit ebooks.

@jamesfraleigh: Does anyone have any sort of editing sample on their site that shows a before/after? Doing that has crossed my mind.

@EInspirations: On my website, I list books I've worked on, the service I performed, and a little bio about the book and my experience.

@dimitra_c: on now: editors and @EFAFreelancers are talking about work samples & portfolios

@virtuallori: @EFAFreelancers Usually, nothing. Most of my current clients are referrals.

@jamesfraleigh: For writing, I do have links up at my site to published work; I've also sent PDFs or Word samples, but it's easier to email links.

@kimbookless: @EFAFreelancers I've never been asked for editing samples & rarely am I asked for writing samples. Writing portfolio on my website.

@EFAFreelancers: .@jamesfraleigh (from @lieslw): same for me: prospects usu ask for sample edit/proof

@EInspirations: Between the list on my website and referrals, I don't typically get asked for samples.

@jamesfraleigh: Have also been thinking about listing the books I've edited or proofed on the site, to show a range of subject matter.

@EFAFreelancers: .@SVB_Editor: do you get lots of referrals like @virtuallori?

@dimitra_c: you'll need permission from author(s) to share before-and-after work samples; might have to block some things out, excerpt

@EFAFreelancers: Welcome @kimbookless, & all others: If you're just joining, welcome to #Freelance Friday. Jump in any time w/ hashtag #EFAChat

@dimitra_c: sorry I can't stick around today fellow editors, will check responses later - happy wknd!

@EFAFreelancers: .@dimitra_c & others w/ before/after samples: how to keep client info confidential? Redact or change client/business names?

@MurrayEditorial: #EFAChat. Hi, I'm joining the chat a little late. On the road driving to SC. I'm a copyeditor from MA.

@EFAFreelancers: Those of you w/ samples & portfolios on your websites, do you show PDFs eg, scans of marked-up copy?

@SVB_Editor: @EFAFreelancers I don't get lots of referrals; I rely on a few clients that keep me quite busy.

@AndrewKardon: Not marked up, but PDFs, yes. RT @EFAFreelancers: Those of you w/ samples & portfolios on your websites, do you show PDFs?

@EFAFreelancers: Thanks @dimitra_c: we'll have transcript on our site after the chat!

@MurrayEditorial: #EFAChat. I get mostly referrals. I don't get asked for samples and don't have them on my website.

@EFAFreelancers: Welcome @murrayEditorial!

@SVB_Editor: @EFAFreelancers Of course, more referrals would be greatly appreciated!

@EInspirations: On my website, I show a jpeg of the cover of the book and include a description of the book and the service I performed.

@EFAFreelancers: Welcome @AndrewKardon: re: PDFs, are they before/after docs? how do u show ur changes/work on docs?

@EFAFreelancers: .@EInspirations: re: book indexes, do u list details like alpha method, percentage of indexed words/page to book words/pages?

@EFAFreelancers: RT @SVB_Editor: Of course, more referrals would be greatly appreciated! // We'd all second that, no doubt! ;)

@EInspirations: @EFAFreelancers No, I don't go into those details about the indexes I've done--maybe I should!

@EFAFreelancers: Q2: Is anyone using an online portfolio tool? If so, which one(s) and what do you love (or hate!) about it/them?

@MurrayEditorial: @EInspirations I list the projects with JPEGs too. #EFACHAT

@EInspirations: @MurrayEditorial I list the three most recent book titles I've mentioned on my website on my homepage <http://t.co/gSPCMcdV>

@EFAFreelancers: Been hearing about @Scribd for displaying docs in MS Word, PDF, or PowerPoint format: sounds good for us editorial folks!

@jamesfraleigh: In my case it's a list of the titles of articles I've written, with a link and the article's dek. Straight text on WordPress page.

@SVB_Editor: Q2: I've never used an online portfolio tool - my curiosity is piqued!

@jamesfraleigh: A number of bloggers I read post big docs vis Scribd. Very handy. Would've been handy for some mega-indictments I've read.

@EFAFreelancers: Looks like Scribd lets you upload word docs, PDFs, or PowerPoints & share them on FB, Twitter, or embed on your blog or website

@EInspirations: I don't use an online portfolio tool, just my website and blog.

@EFAFreelancers: Since it keeps your doc's original fonts and graphics, copyeditors & proofreaders could show their red & blue pencil markups

@EFAFreelancers: I guess scanned PDFs or JPEGs would show markup too, on your website or blog

@EFAFreelancers: Those of u w/ samples on your websites, do you arrange or somehow show subject matter expertise?

@virtuallori: @EFAFreelancers Not quite seeing how Scribd would have any advantage over simply posting docs on your site. Also, © issues?

@MurrayEditorial: #EFAChat I've never used an online portfolio tool.

@EFAFreelancers: .@virtuallori: agree, could just be extra step ;) but it does let u automatically share on FB & Twitter: might be handy for some

descriptions

@EInspirations: I have a samples page, where I list a variety of subject matters to emphasize my expertise: <http://t.co/the0gMFr>

@EFAFreelancers: Many of us are keeping portfolio simple if already have blog/website: clips or even blog posts can show subj matter expertise

@EFAFreelancers: Q3: How many of u show (either print or online) before & after versions of docs you've edited or proofread?

@MurrayEditorial: @EInspirations: That's a good idea.

@EFAFreelancers: .@MurrayEditorial @EInspirations: yes great idea: keeps ppl on ur site & not clicking away to find out book subject

@EFAFreelancers: and Q4: for indexers, what do prospects and clients tend to look for in your samples?

@EInspirations: @EFAFreelancers Q3: I do not show before & after versions and have never been asked for examples.

@ecwordsmith: Impressive! @EInspirations: I have a samples page, where I list a variety of subject matters:<http://t.co/ppqAFeCE>

@virtuallori: @EFAFreelancers I list select projects I've worked on (high-profile, interesting) along w/ specialties on my website. No b4/after.

@MurrayEditorial: #EFACHat I ask the author for sample and copyedit those pages (for a small fee), and then send them back.

@EInspirations: @EFAFreelancers Q4: My index samples look the same way with the book cover, service, and description--never been asked for more.

@MurrayEditorial: That serves as their sample of what I can do for them and their piece.
sample

@EFAFreelancers: If you're just joining, welcome to Freelance Friday. Jump in any time! Use #EFACHat in your tweets to join the discussion

@EFAFreelancers: Q5: Does anyone show (or have prospects asked for) sample style sheets, indexing guidelines, glossaries, etc., that they've done?

@EInspirations: I sometimes offer a sample copyedit of up to 1,000 words.

@ecwordsmith: Good idea! I'll try that @MurrayEditorial: #EFACHat I ask the author for sample and copyedit (for a small fee), and then send them back.

@MurrayEditorial: @EFAFreelancers: No, in fact, many of my clients are pleasantly surprised they are getting a style sheet!

@EFAFreelancers: RT @MurrayEditorial: many clients are pleasantly surprised they're getting a style sheet!//true, many don't know what it is!

@EInspirations: @EFAFreelancers Q5: No, I've never been asked for any of that.

@EFAFreelancers: Q6: We touched on this earlier: Those of u who show excerpts, do you get client's permission or redact client info?

@SVB_Editor: @EFAFreelancers My clients seem to be the ones giving me the style sheets and guidelines.

@EFAFreelancers: .@EInspirations: I sometimes offer a sample copyedit of up to 1,000 words//do u also do sample indexing?

@EInspirations: Though I don't show excerpts, I provide testimonials and do get the client's permission for that.

@EFAFreelancers: .@EInspirations: meant to say: do u offer to do a sample index for prospects?

@EInspirations: @EFAFreelancers No, it is really not possible to do a sample index b/c it is a unit that doesn't really come together until the end

@MurrayEditorial: Me, too. @EInspirations: Though I don't show excerpts, I provide testimonials and do get the client's permission for that.

@EInspirations: @EFAFreelancers I simply emphasize the genres I've indexed and show them the books, which they can then look at the indexes.

@EFAFreelancers: RT @SVB_Editor: My clients usually give me style sheets and guidelines//do u do specialized topics or publications?

@MargaretEdits: @EFAFreelancers @MurrayEditorial I'm used to clients providing a style sheet. What do you include when you provide one for clients?

@SVB_Editor: @EFAFreelancers Yes, I work on specialized publications for some picky clients. I seem to be up to the task. :-)

@EFAFreelancers: .@MargaretEdits: re: style sheet, include any special terms client uses, sometimes usage/punctuation rules

@EFAFreelancers: .@MargaretEdits: lots can go on style sheet, depends on whether/how client will use

@EFAFreelancers: We're getting close to the end of our hour: any burning questions or final thoughts today?

@MurrayEditorial: @MargaretEdits: List all proper nouns, word treatment, style rules, the usual. For authors who are self publishing, not pub houses.

@EFAFreelancers: Wish we had another hour to keep chatting: so much to cover! Thanks all for joining us for today's Freelance Friday!

@MargaretEdits: @MurrayEditorial Thanks!

@MurrayEditorial: Thank you, @EFAFreelancers!

@EFAFreelancers: A transcript of today's chat will be available later on the EFA website; will Tweet when it's up

@EFAFreelancers: Feel free to keep chatting with the #EFAChat hashtag, but the transcript of today's chat will be ending here.

@EFAFreelancers: Thank you again for joining in the #EFAChat today! Happy #MemorialDay Weekend to everyone!