

Transcript from the Freelance Friday #EFAchat, November 20, 2015

Topic: Diverse Business Practices of Diverse Client List

- EFA International** @efafreelancers Welcome to the Freelance Friday Twitter chat! Please use hashtag #EFAchat in your tweets.
- EFA International** @efafreelancers #EFAchat I'm your moderator, Harry David (@editorialhd), proofreader, copy editor, indexer in Birmingham, Ala.
- EFA International** @efafreelancers #EFAchat Our guest is Katherine O'Moore-Klopf (@kokedit) of KOK Edit. Katharine is an experienced medical/academic editor, managing editor
- EFA International** @efafreelancers #EFAchat We'll start w/@kokedit and then turn to the rest of you.
- EFA International** @efafreelancers #EFAchat @kokedit, please tell us what you do, what kinds of clients you work w/now, and what kinds of clients you've worked w/ in the past
- K. O'Moore-Klopf** @kokedit Hi, everyone. I started out as an employee of book publishers, but for the last 21 years, I've been self-employed (1) #efachat
- EFA International** @efafreelancers #EFAchat @kokedit, what's distinctive in academic editing about the editing process in working w/ journals, publishers, and authors?
- K. O'Moore-Klopf** @kokedit Hi, everyone. I started out as an employee of book publishers, but for the last 21 years, I've been self-employed (1) #efachat
- K. O'Moore-Klopf** @kokedit I've edited fiction, nonfiction, biography, psychology, how-to books, and finally medical books and journals. (2) #efachat
- K. O'Moore-Klopf** @kokedit Medical editing is all I do now. As part of that, for one of my clients, I serve as freelance managing editor for a journal. (3) #efachat
- K. O'Moore-Klopf** @kokedit I've edited just about everything! :-)
(end of list) #efachat
- EFA International** @efafreelancers #EFAchat Great, thanks
- K. O'Moore-Klopf** @kokedit Got it! #efachat

EFA International @efafreelancers #EFAchat @kokedit, what's distinctive in academic editing about the editing process in working w/ journals, publishers, and authors?

K. O'Moore-Klopf @kokedit Academic editing more formal, may be underpaid depending on who client is #efachat

K. O'Moore-Klopf @kokedit Medical editing can pay higher than, say, working with a university press. #efachat

EFA International @efafreelancers #EFAchat Welcome, @jackiedulson! We'll talk w/@kokedit for a bit more and then turn to everyone else.

EFA International @efafreelancers #EFAchat Welcome, @jackiedulson! We'll talk w/@kokedit for a bit more and then turn to everyone else.

Dave Gardner, Editor @fanihiman95376 RT @EFAFreelancers: #EFAchat @kokedit, what's distinctive in academic editing about the editing process in working w/ journals, publishers,...

EFA International @efafreelancers #EFAchat Okay, now let's open up the floor. Please use hashtag #EFAchat. Would you introduce yourselves?

LoveDrSherri Worth @drsherriworth2 RT twitter.com/jackiedulson/s... Thanks for hosting this chat! I work with medical, academic, and educational pubs #EFAchat #drsherriworth

LoveDrSherri Worth @drsherriworth2 RT twitter.com/KOKEdit/status... Medical editing can pay higher than, say, working with a university press. #efachat #drsherriworth

James M. Fraleigh @jamesfraleigh Tweet peeps! I'll be following and tweeting into #EFAchat for the next hour. Follow along or mute me as needed!

Michael S. Altus @michael_altus Kathy, what do you do when you get a really hard-to-understand manuscript? #efachat

K. O'Moore-Klopf @kokedit Hi, @Michael_Altus. Good to see another med ed here. #efachat

James M. Fraleigh @jamesfraleigh James Fraleigh, freelance copy editor and proofreader for almost 7 years, mostly in academic, trade, and

EFA International @efafreelancers
K. O'Moore-Klopf @kokedit

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James M. Fraleigh @jamesfraleigh

K. O'Moore-Klopf @kokedit
Julia Willson @editsbyjulia

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K. O'Moore-Klopf @kokedit

EFA International @efafreelancers

K. O'Moore-Klopf @kokedit

EFA International @efafreelancers

Sonnet Fitzgerald @sonnet_fitz

K. O'Moore-Klopf @kokedit

EFA International @efafreelancers

K. O'Moore-Klopf @kokedit
Jamie Birdwell @jbirdwell

computer texts. #efachat
#EFAchat Welcome, @jamesfraleigh !
When I can't understand a ms., I may suggest consult with a subject-matter expert or a translator, depending on what's best. #efachat
#EFAchat Okay, now, we'll use Q1 for the first question, Q2, etc. Please use A1, A2, ... for your answers.
#EFAchat Q1 What's been your experience w/the editing process working w/ different kinds of clients?
@KOKEdit @Michael_Altus I am in fact copyediting a medical book this week, so I've got my AMA cap on! #efachat
Hi, @jamesfraleigh! #efachat
Julia Willson/Edits by Julia--I have edited for authors (F/NF), Prooffix.com, local biz (website copy) #efachat
#EFAChat Welcome, @lhetkamp!
Hi, @lhietkamp and @editsbyjulia!
#efachat
#EFAchat Thanks for joining us, @editsbyjulia !
A1 You have to approach different types of clients from where they are, from their preferred working processes. #efachat
#EFAchat @kokedit, what should generalist freelancers interested in academic editing know about how and how not (1/2)
#EFAChat I specialize in work with Disabled / LGBT / Authors of color. I misunderstood what this chat was about! :D Still great to discuss
A1: Have worked with business clients & have found they generally pay well and quickly. #efachat
#EFAchat ...to market themselves to publishers, journals, authors? (2/2)
Hi, @Sonnet_Fitz. #efachat
Hi! I'm Jamie Birdwell-Branson and I'm a full time copy editor and I also do

James M. Fraleigh @jamesfraleigh

K. O'Moore-Klopf @kokedit

EFA International @efafreelancers

K. O'Moore-Klopf @kokedit

James M. Fraleigh @jamesfraleigh

K. O'Moore-Klopf @kokedit

James M. Fraleigh @jamesfraleigh

Michael S. Altus @michael_altus

K. O'Moore-Klopf @kokedit

James M. Fraleigh @jamesfraleigh

Sue Archer @dbwcomm

Sonnet Fitzgerald @sonnet_fitz

K. O'Moore-Klopf @kokedit

freelance on the side, mostly academic.
#EFAChat

A1 @KOKEdit I usu. do more digging with individual clients to find out such preferred working processes, to eliminate surprises. #efachat

A1: Yes, market to their needs, not yours. You need to tell them what you can do to meet their specific needs.

#efachat

#EFAchat Hi, @JBirdwell!

Hi, @EInspirations! #efachat

A1 @KOKEdit Individuals who have launched businesses & for whom I've edited books have tended to pay very quickly, IMO. #efachat

One mistake some freelancers make is to talk only about their own qualifications, not individ. client's needs. #efachat

RT @KOKEdit: One mistake some freelancers make is to talk only about their own qualifications, not individ. client's needs. #efachat

Could you please note "talking about indiv. client's needs?" #efachat

A2: Traditional publishers used to want to "meet" us only through their contacts. Now they're using LinkedIn & Twitter to find us. #efachat

A2 But even that's been helpful, as a recent contact thru LinkedIn looking for academic editors demonstrated.

#efachat

RT @KOKEdit: One mistake some freelancers make is to talk only about their own qualifications, not individ. client's needs. #efachat

RT @KOKEdit: One mistake some freelancers make is to talk only about their own qualifications, not individ. client's needs. #efachat

A2: In fact, clients in many different sectors will now search LinkedIn for

Kristin Tangel @kristintangel

keywords related to freelance needs.
#efachat

I just joined EFA and trying to gain traction in freelancing. How do I attract more customers and how should my starting rates be? #EFACHat

Julia Willson @editsbyjulia

A2: Find out what they most need help with and assure them you can make their lives easier and their ms/doc clear&professional #efachat

James M. Fraleigh @jamesfraleigh

A2 @KOKEdit One way I would more actively market is to contact those individ. authors to see if they've got new books in the works! #efachat

K. O'Moore-Klopf @kokedit

A2: Which is why you should have an updated LinkedIn profile that uses lots of keywords that describe what you do. #efachat

EFA International @efafreelancers

#EFAchat Q3 @kokedit: are there any qualifications that carry special weight in academic editing w/ journals, publishers, and authors?

Jackie Dulson @jackiedulson

A2 I have different versions of my resume that emphasize different skills and experience, tailored to the niche. Then modify that #EFACHat

Julia Willson @editsbyjulia

A2: Words is words! Whether working with an author or a business, my basic contract and questions are similar. #EFACHat

Sonnet Fitzgerald @sonnet_fitz

#EFACHat I have frequently said hang out where your clients are. Whether that's Goodreads, the med. office park, or the local college campus

K. O'Moore-Klopf @kokedit

Yes, @editsbyjulia, sell clients on how you can fill their needs. See text on homepage of my site: kokedit.com #efachat

K. O'Moore-Klopf @kokedit

A3: In academic editing, clients want to see evidence that you're familiar with their field's language and conventions. #efachat

K. O'Moore-Klopf @kokedit

A3: For example, you don't have to have advanced science degree to be a medical editor—just experience in the

Siobhán Burke @wordhoarding field. #efachat
 @KOKEdit Priorities vary too. Some will have aimed for a crafted, conscious style; others are focused only on content. #efachat

Molly B @vintagereader @KOKEdit I do that, but keep getting nibbles from IT *recruiters* instead of IT *publishers*. Should probably refine keywords. :-) #EFAchat

K. O'Moore-Klopf @kokedit RT @VintageReader: @KOKEdit I do that, but keep getting nibbles from IT *recruiters* instead of IT *publishers*. Should probably refine key...

K. O'Moore-Klopf @kokedit A3: Sometimes experience hard to get in medical editing. Some f'lancers get food in door with packagers: qub.me/QSYvMW #efachat

K. O'Moore-Klopf @kokedit Yes, @wordhoarding, definitely focus on clients' priorities. No one wants to pay for a type of edit they didn't ask for. #efachat

EFA International @efafreelancers #EFAchat Everyone, feel free to go to any of the questions we've discussed so far (Q1/A1, etc). I know it can be hard to follow sometimes

Jackie Dulson @jackiedulson A3: specialized niches seem to want people that already have worked in that narrow area, in my opinion. Seems hard to cross over #EFAChat

K. O'Moore-Klopf @kokedit I have done that (take lower-paying gigs) over the years to break into new arenas. #efachat

Michael S. Altus @michael_altus @VintageReader: "keep getting nibbles from IT *recruiters* instead of IT *publishers*." What do you do? What is your problem? #efachat

K. O'Moore-Klopf @kokedit But cross-over can be done, @jackiedulson. May have to make connections in new niche and be persistent over time. #efachat

James M. Fraleigh @jamesfraleigh @KOKEdit Proofreading helped me break into a new publisher; they saw my comments, and thought I was worth a shot at editing. #efachat

K. O'Moore-Klopf @kokedit Bravo,@jackiedulson! You have to be very determined and not give up too easily. #efachat

K. O'Moore-Klopf @kokedit Be willing to read up on other niches and take courses. If you can get certificates in course subject matter, may be helpful. #efachat

James M. Fraleigh @jamesfraleigh RT @KOKEdit: Be willing to read up on other niches and take courses. If you can get certificates in course subject matter, may be helpful. ...

K. O'Moore-Klopf @kokedit If you can fit in getting another academic degree (I know some who have), that can help you get entree to new niche too. #efachat

EFA International @efafreelancers #EFAChat Before moving on, anyone have other thoughts on Q1, unique aspects of the editing process (back and forth w/clients) in your field?

Jackie Dulson @jackiedulson A3 Thanks!A lot of people say they won't go below a rate they get in an area they are experienced in but I think that limits you #EFAChat

Stephen Burgdorf @stephenburgdorf @EFAFreelancers @KOKEdit #EFAchat I second this and would love to know!

James M. Fraleigh @jamesfraleigh @KOKEdit This (re: not having a degree) is encouraging; some EFA ads ask for doctorates and I'm like, I'm a few letters short! #efachat

K. O'Moore-Klopf @kokedit A1: Yes, some science/medical pubs do want advanced degrees, unfortunately. I have a BA in journalism. (1 of 2) #efachat

Jackie Dulson @jackiedulson A1 work in school and academic publishing; very different processes and work flows #EFAChat

Molly B @vintagereader So #EFAChat folks: Any tips on optimizing your resume when looking for work in a niche you haven't worked in before?

K. O'Moore-Klopf @kokedit A1: In 2008, bcz I've worked in science editing so long, I took certification exam from Board of Editors in Life Sciences. (2 of 3) #efachat

K. O'Moore-Klopf @kokedit A1: That BELS certification satisfied many potential clients. bels.org (3 of 3) #efachat

Jackie Dulson @jackiedulson A1: School is driven by development team, academic is more production editing to my mind. Need to even create content in school #EFACHat

Lenore Hietkamp @lhietkamp #EFACHat How to learn about rates in a field I'm trying to break into, having already done some good work in that field at humanities rate?

K. O'Moore-Klopf @kokedit . @VintageReader Before you can optimize resume for new niche, need to gain experience in field, even if pro bono. #efachat

James M. Fraleigh @jamesfraleigh @VintageReader I'd stress the skills+job functions that your current niches share with the target. Show 'em you know the basics #EFACHat

K. O'Moore-Klopf @kokedit RT @jamesfraleigh: @VintageReader I'd stress the skills+job functions that your current niches share with the target. Show 'em you know the...

Mary Sebold @marysebold1 I have an MPH. How do you transition from public-health editing to medical editing? What are the differences? APA v. AMA ... #EFACHat

K. O'Moore-Klopf @kokedit .@lhietkamp To get scoop on a field's rates, join private Facebook editors' groups and ask. Some will be willing to talk privately. #efachat

K. O'Moore-Klopf @kokedit .@MarySebold1 Medical editing is more technical than public-health editing. But w/ your background, you could easily transition. #efachat

Michael S. Altus @michael_altus Don't ask, "What your your rates?" Ask, "What is a range of rates?" #efachat

Sonnet Fitzgerald @sonnet_fitz #EFACHat Also look for overlap. My years as a medical writer let me offer medical editing, even if the two jobs are quite different.

K. O'Moore-Klopf @kokedit Yes!!! / RT @Michael_Altus Don't ask, "What your your rates?" Ask, "What is a range of rates?" #efachat

K. O'Moore-Klopf @kokedit

Yes, @Sonnet_Fitz, I know several med writers who have moved over to med editing. It's all about how you present your skills. #efachat

Michael S. Altus @michael_altus

@MarySebold1: What kind of editing do you do? (It probably doesn't really matter. You could transition anyway.) #efachat

James M. Fraleigh @jamesfraleigh

RT @KOKEdit: .@lhietkamp To get scoop on a field's rates, join private Facebook editors' groups and ask. Some will be willing to talk priva...

K. O'Moore-Klopf @kokedit

Good private Facebook groups: Editors' Association of Earth, EAE Backroom. #efachat

James M. Fraleigh @jamesfraleigh

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K. O'Moore-Klopf @kokedit

Good private Facebook groups: Editors' Association of Earth, EAE Backroom. #efachat

EFA International @efafreelancers

#EFAchat Anyone just joining us: welcome! We're talking w/ @kokedit about working w/ different kinds of clients

Lenore Hietkamp @lhietkamp

#efachat I'm giving a marketing talk to group of editors nxt wk. All good tips here.

Miles Dolphin @miledolphins

RT @Sonnet_Fitz: #EFAChat I have frequently said hang out where your clients are. Whether that's Goodreads, the med. office park, or the lo...

Buy Me THIS @babebuymethis

twitter.com/lhietkamp/stat... #efachat I'm giving a marketing talk to group of editors nxt wk. All good tips here.

Michael S. Altus @michael_altus

@Sonnet_Fitz yes, mistake to hand out only with other freelancers! #efachat

Lenore Hietkamp @lhietkamp

@KOKEdit Already a member. Also Academic Editors group. #EFAChat Associations' email discussion groups are good for talking generally about rates. Strike up friendships, and then ask offlist. #efachat

K. O'Moore-Klopf @kokedit

Jackie Dulson @jackiedulson

How are we defining academic and medical here? Isn't medical a kind of academic (I have a migraine so excuse me if I'm being thick)?#EFACHat

K. O'Moore-Klopf @kokedit .

@jackiedulson I've contracted with university presses in past to edit lit crit & research in nonmedical fields (e.g., sociology). #efachat

K. O'Moore-Klopf @kokedit

.@lhietkamp Try hanging out where potential clients hang out: topical blogs, association meetings. #efachat

Michael S. Altus @michael_altus

@lhietkamp: Look for directories of companies that do what you want to do; approach decision-makers. #efachat

K. O'Moore-Klopf @kokedit

RT @Michael_Altus: @lhietkamp: Look for directories of companies that do what you want to do; approach decision-makers. #efachat

Lenore Hietkamp @lhietkamp

@KOKEdit I need to do some research! My quest will be a test case for my marketing talk next week. #EFACHat

Jackie Dulson @jackiedulson

That's encouraging; I would like to widen outside science (having a degree in a field can be limit how clients see you) #EFACHat

Michael S. Altus @michael_altus

@lhietkamp What kind of research??? #efachat

Molly B @vintagereader

@KOKEdit Hmm... wonder if I can actually capitalize on pro bono work I already do. <LIGHTBULB> #EFACHat

K. O'Moore-Klopf @kokedit

I have gotten referrals from friends of friends and colleagues of colleagues. #efachat

K. O'Moore-Klopf @kokedit .

@VintageReader YES! Can list pro bono work on resume. Not clients' business whether you got paid for it. Shows your expertise. #efachat

Michael S. Altus @michael_altus

@VintageReader:Hmm... wonder if I can actually capitalize on pro bono work I already do. Of course you can! Why not? #efachat

Lenore Hietkamp @lhietkamp

@Michael_Altus Prof'l associations in the field (software dev't research), FB

K. O'Moore-Klopf @kokedit .

Michael S. Altus @michael_altus

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Jackie Dulson @jackiedulson

Michael S. Altus @michael_altus

K. O'Moore-Klopf @kokedit

James M. Fraleigh @jamesfraleigh

groups in the field, etc. #EFACHat @VintageReader I have a longtime mentee who did just that. Had no exp. w/ publishing; Put pro bone work on resume & got pub. gigs. #efachat @KOKEdit @VintageReader Don't have to mention it was pro bono. #efachat If you edit child's/grandchild's school's newsletter, that's work to put on resume. Don't have to mention family connection. #efachat Suggest against "pro bono" for company that ordinarily pays, even for a nonprofit. Suggest pro bono for nonprofit you believe in. #efachat Yes, @Michael_Altus. Lots of editors get a start by pro bono work for nonprofits they support. #efachat If a potential client likes your work history but wants more specific knowledge, offer to take courses in their subject. #efachat May seem old school, but take your business cards with you wherever you go and don't be stingy with them. They're cheap to print. #efachat I've given my biz cards to physicians when I see them for checkup, if they've talked about writing research papers. #efachat I'm seeing a theme; always be ready for an opportunity and be generous-- karma! #EFACHat @KOKEdit Yup! I met my very first client, a psychiatrist, in the gym's men's locker room. My "locker-room psychiatrist". #efachat Triple yes! RT @jackiedulson I'm seeing a theme; always be ready for an opportunity and be generous-- karma! #EFACHat RT @KOKEdit: .@VintageReader YES! Can list pro bono work on resume. Not clients' business whether you got paid

K. O'Moore-Klopf @kokedit

for it. Shows your expertise...

Love it! / RT @Michael_Altus @KOKEdit
Yup! I met my very first client, a
psychiatrist, in the gym's men's locker
room. #efachat

K. O'Moore-Klopf @kokedit

Also, if you share your knowledge with
colleagues, they will remember and will
become excellent source of referrals.
#efachat

K. O'Moore-Klopf @kokedit

I never have to hunt for clients
anymore—lots of referrals and lots of
repeat clients. #efachat

K. O'Moore-Klopf @kokedit

But if you get referrals, be sure to
reciprocate whenever possible!
#efachat

EFA International @efafreelancers

The transcript for today's #EFAchat will
end here, but feel free to keep the
discussion going!