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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Cleaning Up Your Copy

By Neroli Lacey

Cleaning Up Your Copy

by: **Neroli Lacey**

When you are beginning to write, you gather as much data as you can. You continually add allied thoughts. . You use your right brain, the creative side.

So when you have an idea and your mind says, "not relevant to my core subject," you ignore the doubt. You don't cross anything out. You behave as magpie.

To polish your copy, you do the opposite. Here's how: shut the door and banish distractions. Read your copy v e r y s l o w l y and concentrate.

Better still, read the copy out loud s l o w l y. If reading out loud is impractical say the words to yourself soundlessly. The instant you sense "this shouldn't be here," cross it out. Trust your first judgement. Trust your first judgement.

What "shouldn't be here?". Any material that is superfluous, because you've said it before in a different way. Or because it is not central to your main argument.

You should be removing words as well as ideas. You want to communicate in as few words as possible. Shorter is better. Shorter is richer. Shorter is more bang for your reader's buck. Short sentences are easy to read and understand.

If you are fond of a certain sentence, but you know deep down it is not relevant here's a tip to help you excise. Create a heading at the end of your draft called "overmatter." Whenever you are not sure whether to cut or leave a sentence, cut and paste it into overmatter.

Later delete all the overmatter. Sometimes doing it in two steps is easier than one fell swoop.

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As novices we love a certain word, phrase or musicality. Don't be distracted by that. Think only of your reader and the shortest route to communicating your idea.

My mentor, Natalie Goldberg in *Writing Down the Bones*, says, "when you go over your work, become a Samurai, a great warrior with courage to cut anything out....be willing not to be sentimental about your writing when you reread it. Look at it with a clear, piercing mind."

"Clear writers have accepted the grim reality," says John Trimble that nine-tenths of all writing is rewriting...perhaps most important of all, they are sticklers for continuity. They link their sentences and paragraphs as meticulously as if they might face criminal charges for negligence."

Do you have a robust marketing plan? How persuasive is your website, brochure copy or direct mail?

To win more business, call Neroli Lacey NOW.

++ 612. 215. 3826

or email:

I'm Neroli Lacey of Beyond Communications Inc. in Minneapolis, MN. I've been helping executives transform their businesses and their lives with outstanding marketing materials since 1995. VISA, 3M and Perot Systems are some of my bigger clients. I have worked with clients in Boston, San Francisco, Dallas, Austin, Minneapolis, London, Paris, Amsterdam, Dublin and Delhi. I used to be one of the top journalists in Britain writing for *The Times*, *The Sunday Times*, *The Daily Telegraph*, *The Independent*, *The Guardian*, *The Evening Standard*, *New Statesman*, *Vogue* and *Tatler*.

Before newspapers I was an investment banker. I grew up in London, England, studying Latin with Greek at Bristol University.

Please visit my website:

Or contact me at:

612-215-3826

Clean Up In An Office Cleaning Business

By Bill McMahon

Clean Up In An Office Cleaning Business

by: **Bill McMahon** With the economy still trying to recover, and unemployment still high in many countries, a good solution for many people is to find an easy to operate business. Most people think of large expenses or a lot of experirnce needed when they think of running a business, but there is a unique business that requires neither one of these. It is starting an office cleaning business. The office

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cleaning business is unique in that the job itself requires no experience. Anyone can clean and vacuum. And your only costs will be cleaning supplies and start up marketing costs. And even the marketing costs can be minimal. To get business, you can start by preparing a simple flyer on your computer, or on a computer at your local copy shop like Kinko's. Next, target office complexes where a lot of businesses have their offices all grouped together. Try to get accounts with a bunch of offices in the same building. If you get one and do a good job, get them to write a recommendation for you so that you can take it to other offices in the building to secure more business. In that way, you can have multiple accounts, but have all your work in one place. When you start getting more and more business, you can hire workers to do the actual cleaning for you. Pay them a fair wage, and take the difference for yourself. Your job will now be to find more and more accounts. Use those letters of recommendations to help you. The beauty of the business is at this point, you are adding recurring streams of income, and other people are doing the cleaning. As long as your workers do a good job, you will keep the accounts from the previous month, and keep adding new accounts, which will soon make your monthly income soar. Who ever thought that cleaning could be so exciting?

About the Author Bill McMahan,

To learn more about

how to start your own office cleaning business with no experience and very little investment, go to

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