

*“Read Editor’s Secrets and feel like a writing dummy no more!”*

John Kilkullen, founder of the *For Dummies*™ brand of books

*Secrets*

# EDITOR’S TIPS

10 Keys to Stronger Writing in 30 Minutes

Laura Winterroth  
William T. Buckley



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CONSULTING GROUP<sup>SM</sup>

White Plains, NY

# EDITOR'S SECRETS

FIRST EDITION

*Design and Layout by Pamela Harayda Smith*

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# TABLE OF CONTENTS



## **10 Keys**

Key 1: Be Organized .....	1
Key 2: Be Commanding .....	5
Key 3: Be Compelling .....	9
Key 4: Be Active .....	13
Key 5: Be Brief .....	17
Key 6: Be Consistent .....	19
Key 7: Be Proximate .....	23
Key 8: Be Visual .....	27
Key 9: Be Polished .....	29
Key 10: Be Kind .....	33

## **Appendix**

Punctuation Briefs .....	36
Usage Hints .....	37
Editing Guide .....	38
Proofing Tips .....	39
Writer's Resources .....	40

<b>About the Authors</b> .....	41
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<b>Order Form</b> .....	42
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# INTRODUCTION



*Editor's Secrets* might seem an odd title for a book about stronger *writing*. Yet it is appropriate. For the advice we give troubled writers looking to improve their work is that they must think like editors. That is, become their own self-editors, able to analyze their flawed work, then make it right. And do it independently — because most corporate, non-profit, and educational settings do not provide the luxury of in-house editors.

Our *Secrets* are distilled from long experience, which has convinced us that virtually the entire range of issues vexing workaday writers can be solved by applying a very few guiding principles. Those principles are the *10 Keys*.

Though not exactly the Rosetta Stone, these *Keys* have routinely helped writers of all stripes across the decades to decipher what ails their work — and to demystify the writing process for everyday use. The simple knowledge that they could systematically command their own work, and control it with a process, has come as a relief and a revelation to the thousands of writers we've edited, mentored, trained, and executive-coached. Relief and revelation, in turn, have inspired these writers with the confidence that the *10 Keys*, used consistently, will strengthen their writing — whatever form it may take: Memo, e-mail, report, letter, term paper, thesis, or white paper.

To our readers, here is what we suggest. Read *Secrets* through in one pass; it will take just about the 30 minutes advertised. Then, invest 10–15 minutes daily absorbing each of the *10 Keys* in succession, completing the assigned exercises. Apply the *Keys* to your writing as you learn them. Watch with satisfaction as they become familiar tools propelling your mastery of the written word. □

# ABOUT THE AUTHORS



**LAURA WINTERROTH**, Partner and Managing Director at TD Consulting Group in New York, has coached and trained countless individuals in the art of writing well on the job. Author of the acclaimed *Dynamic Writing*<sup>®</sup> training programs, her approach is practical: Write what you mean and write it fast. She welcomes comments from fellow writers via e-mail at: [lwinterroth@tdgroupusa.com](mailto:lwinterroth@tdgroupusa.com). □



**WILLIAM T. BUCKLEY**, a New York writer, editor, and author, has worked as a professional in virtually all forms of mass media — with broad experience in journalistic, corporate, and non-profit settings. Beyond operating his own communications practice, he serves as senior consultant and executive writing coach with TD Consulting Group. He can be reached by e-mail at: [wbuckley@tdgroupusa.com](mailto:wbuckley@tdgroupusa.com). □

*“When I created the For Dummies™ series of self-help books, I wanted to target intelligent people who’d been made to feel dumb about some everyday matter — computers, wine, golf, finance, whatever — and show them that, with help and direction, they could become smart about anything. Editor’s Secrets pursues a similar goal for people who need to write. Read it, and you’ll feel like a writing dummy no more.*

*“Laura and Bill reveal their ‘secret formula’ for better writing and editing in a simple, direct, and instructive manner. The presentation, the tips and hints, and the overall tone are nurturing and reassuring. Count on this book to deliver writing results — fast!”*

JOHN KILCULLEN, founder of the *For Dummies*™ brand of books

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*“Laura Winterroth and William Buckley’s splendid book urges us to ‘be commanding, compelling, and polished’ in our writing; they fulfill their own advice admirably in this handy guide that will help everyone from memo-writers to memoir-writers.”*

CHRIS LOWNY, author of *Heroic Leadership: Best Practices from a 450-Year-Old Company that Changed the World*

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*“Nervy, funny, and relentlessly to the point, Editor’s Secrets starts by telling you how to organize your thoughts before you write. Then it shows how to build sentences and paragraphs without fluff or wasted words. Your writing will become stronger, more persuasive, and even fun to read.”*

DUNCAN MAXWELL ANDERSON, President, *High Tor Media, Inc.*

