

TWOFISHTHINKING

#4

9 Tips for reviewers

**“NO PASSION IN THE WORLD IS EQUAL TO THE
PASSION TO ALTER SOMEONE ELSE’S DRAFT.”**

- HG WELLS

When you work in communications, sooner or later you'll be invited to review your agency's copy.

Here are some tips to help you get the **best result.**

FIRSTLY

Look for what's right—and don't be in a hurry to start changing it.
Ask 100 people to review the screenplay to Pulp Fiction and you'll get
100 suggestions for improvements. None of them will make it any better.





2 Find out why you've been asked to review the work.

Is it to check technical terms? To make sure it complies with legal requirements?
Ensure product names are correct? Check that it answers the brief?

Before you start editing, be clear on what is expected from you.

03 Pointing out problem areas

is far more helpful than offering solutions. Instead of rewriting what's not working, consider adding a comment to the problem area and giving the writer a chance to fix it.

4

MOST WRITERS

will give you their best work when they feel like you're on their side.

Being polite and offering suggestions is 99.9% more likely to be received positively than giving orders and prescribing solutions.



5. FIGURE OUT

out why something isn't working for you. The natural inclination of problem solvers is to start fixing. Instead, spend your energy trying to figure out why the writing is not answering the brief. Identifying underlying issues can be invaluable.

Be careful not to be a pedant.

06

By all means question grammatical blunders. But don't assume they are not intentional. There's nothing grammatically correct about 'Think Different' but it sold Apple a lot of computers.



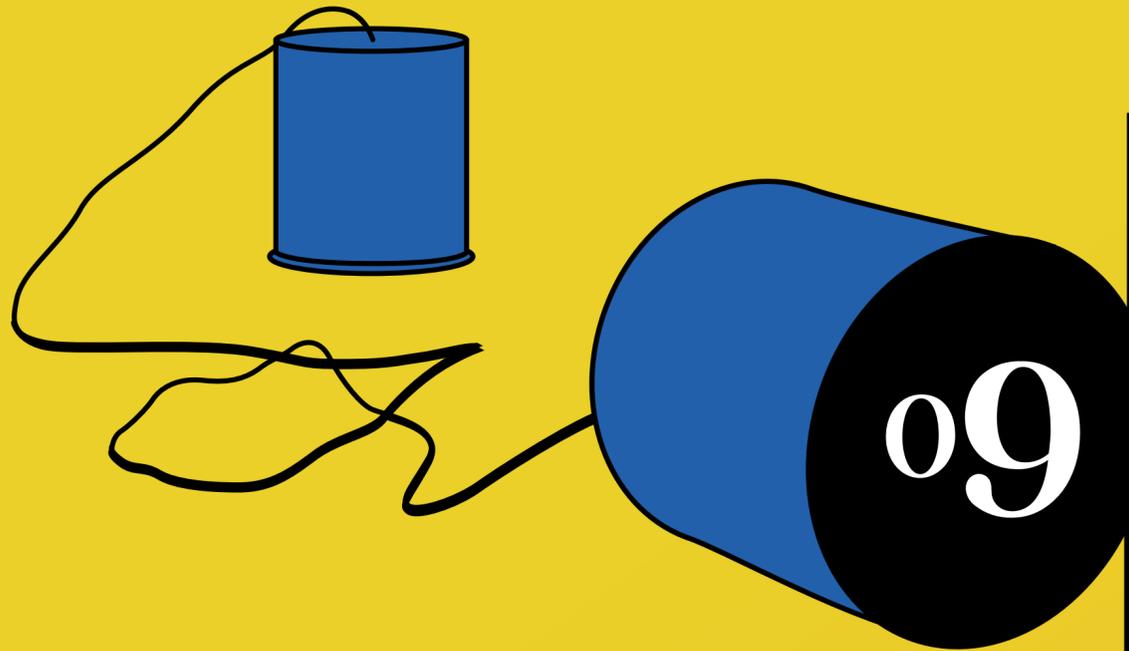
7. UNLESS

it's the final draft, don't nit pick. There's no point wasting time on details that will change in a major revision anyway.

8. REMEMBER

that personal taste is exactly that: **personal**. Never be too sure of your opinions when editing; you may be the only person who feels that way. Be cautious when making suggestions and frame your thoughts as your own personal reaction rather than as a pronouncement from the editing gods.*

***unless you are an editing god.**



Pick up the phone.

A five minute call can save you from
a lot of frustration and miscommunication.