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SPEAKERS

Tara Whitaker



Tara Whitaker 00:00

Okay. all right. So last call for 2020. I don't know how that happened so fast. I don't, I don't know. Anyway, so I want to make sure we get everything covered, Janice sent some really good questions in and I want to make sure we have time to discuss those. And, and I've got some updates for you on what's happening in the club in January that I wanted to go over. But otherwise, I just wanted to hear how you guys were doing if you had any other questions that popped up. Or I also wanted to know, some goals you have for the first few months of 2021. Since this is the whole goal planning season, which we can get into that in a little bit.



Tara Whitaker 00:46

But I'm finding it very difficult to plan ahead after the year we've had and trying to look too far in the future. So wanted to just chat about that a little bit. Um, so Janice, did you want to start with the questions that you have? I want to make sure we have time to fit those in? Yeah, actually, you know, I don't even have the questions in front of you. I do. Okay, cool. I do. I will read them. The first one is, is it okay to prepare a Why hire me fact? Slash info sheet? Yes. That's the short answer. Um, I think that would be great. I don't think I don't see any negative to that. And it kind of goes into your next question about the potential client questionnaire like, are we a good match? I totally am all for that. Because qualifying your clients before you get, you know, to the contract stage, or if you even want to work with them, I think is going to be super important.



Tara Whitaker 01:50

And what came to mind at first, when I read that was, a lot of editors will do a sample edit for a potential client. To see that's a really good way to see if you are a good fit with each other. That way, you can see what kind of writing they have, they can see what type of editing you do. And if it matches their style and whatnot, I will say that I've actually seen in some editing groups lately that I would be very cautious with the sample edit, in that there are only people going around requesting sample edits from multiple editors, and sending different sections of

their book to these editors so that at the end of the day, they've got like, edited for free by hiring the sample edits, which I shouldn't, you know, I don't like to think that people are terrible. But oh, Lauren, did you say something?



02:53

I just said, I feel like their book will be very inconsistent, because for sure a lot of things that are kind of personal preference that you can do multiple ways. 100% a bad idea.



Tara Whitaker 03:06

But hey, I think they're just in it for getting a free edit. And so a lot of people have started sort of more intense. Not onboarding process. But initiation. That's not the right word either. But having those things up front, like an army a good match qualifiers, if you like this, we'd be a great fit. If you write this, we would not be a great fit, and then going from there into a sample edit, because I'm sure that if someone is out to defraud, or you know, take advantage of you with a sample edit, hopefully, you'll be able to weed them out before you get to that point. And the other thing I was going to say about that was Be sure to include your ideal client, and your not ideal client. So you're looking for whatever that may be, obviously, you'd list your services.



Tara Whitaker 04:14

So if someone is interested in proofreading, and you're not taking that type of service on, take that out, if there's content certain type of content that you don't want to edit. Here I'll do a trigger warning because I'll say some things that might be triggering. So for those watching the recording, I'll wave my hands when it's safe. But you know, I won't touch books with animal cruelty, or beastie ality or you know, if people don't want to edit about murder or child abuse or you know, any of those things, make sure that you include that because that will automatically eliminate Okay, that's good. You don't want to have these parameters set And then have a book come in and have it be about something that you absolutely don't want to touch. So I would definitely include those kinds of things. Also, I've seen word counts in there. Um, some people, depending on their schedules don't want to do high word count books like epic fantasies that can be, you know, 100,000 words.



Tara Whitaker 05:19

Plus, they'll say, I'm not taking any of those types of projects right now. So those are just couple ideas. Did you have anything specific in mind, Janis that you wanted to include? Or? Or where that came from kind of thing that I can give some more advice on? Yeah, no, actually, those are the, those are really helpful to mention, Tara about the trigger warnings about what you sort of your editors preferences. Yeah, cuz you'd help people, even I don't have an official website yet that hopefully might just have this information there before they contact to kind of save time. Because, you know, some people don't like this back and forth email back and forth texting or whatever, only to realize that you're not a good fit.



Tara Whitaker 06:07

But sometimes you have to go through that initial, you know, like, I'm not, I'm not clear on this, and to sort of still have a fact sheet or some I don't know what you call it, but yeah, but, but I like that, that these warnings, because, you know, it really saves a lot of time and, and frustration. Because if if, if if you spent all this time getting to know each other, and then come the time when they, you know, submit their manuscript, it's like, oh, I can't do this. The scenes, it's like, well, oh, my gosh, you know, and that really saves a lot of frustration. I really appreciate your mentioning that. So would you would you suggest that we mentioned because like I said, I don't have a website yet.



Tara Whitaker 06:46

And, and I truthfully don't know how to how I would word it if I were to put it out to the public, because I don't want to, you know, just sort of turn people away. Sure. 10 lines away. Yeah. So I'm trying to think of how a low cost easy way to start doing it is you could have you could have a link to like a Google form, kind of like the survey that I had. And just a short questionnaire like, like, why I cannot think of the word, there's a word that I'll think of when we get off the call. But just that initial, hey, give me your name, your word, cow, your genre, a synopsis of your book? Are there any potential trigger topics in there?



Tara Whitaker 07:39

If you're doing romance, and you don't want to do something super steamy, you might want to ask for the heat level. You know, if you don't do erotica, then of course, you're gonna want to ask for that. I've edited some Christian romance, that this is kind of off topic, but they have so many limitations on what they can say and do like, geez, you can't say G's in any of them, because it's too close to Jesus, of course. So it's just making sure that you have all of those in there. I'm trying to think of what else timeline what When do they want to publish? Are they self publishing? Are they looking to send it out for submissions to traditional publishers? Are they looking for an agent? Or do they have an agent?



Tara Whitaker 08:35

What kind of editing they want? Or think they want? And you might even have a brief synopsis in there of, you know, we can talk about this more in depth, but what kind of editing? Are you looking for? Developmental editing, short explanation, etc. I'm trying to think of what else I'm totally coming off of this off the top of my head. So some of it might not be applicable, but just trying to think of the basic things that you would want to have that you could qualify them immediately. Like, oh, don't do that genre? Nope. Don't do that word count. That's all I got off the top of my head. Do you ever ask people what their budget is up front? Or do you just go?



Tara Whitaker 09:19

Oh, I'll do this for if you ask for a budget, nine times out of 10, they're going to say I want something cheap? Or I have a very low budget. Yeah. You certainly could ask that. Like, it's, I don't think it's your I would, I would be very surprised if you asked like, what's your budget and

they're like, Oh, I will be happy to pay for your expertise. And I will pay based on your knowledge and experience. It's not going to help it. So you could ask for a ballpark or maybe give them an option of like I'm again throwing this out there. What's your budget zero to 505 one Under do 1000, something like that, if you're looking for people that are just trying to get the cheapest edit possible.



Tara Whitaker 10:11

Yeah, that's a sticky one. And that goes back to posting your rates on your website. Because it could deter some people that don't want to pay that. Or it could attract people. You could always test it to and see how it works. But yeah, that's a good one. Did that answer your question, Janice? Yeah, thank you. Appreciate this. Yeah, especially the another touchy thing. And that's why I just put on that sheet what the services I offer and then, you know, rates are discussed, on a case by case basis. I don't actually put that there. Because then they'll say, Hmm, I wonder what she's charging the others, you know that right?



Tara Whitaker 10:58

So I just say the services and then it's sort of like, okay, we'll just talk, you know, privately about what you are willing to pay, and what I'm willing, or what I'm charging. Because you know, there are pain, but because of the pandemic, I've actually cut a lot of deals with people and breaks. And they they appreciate that. Yep. Yeah. And I was like, Where was I going with that? You just said something. The rates, the rates, the rates, the rates? Goodness, where was I going? I'll think of that, too. Wow. You said you were cutting breaks. Oh, that's where the sample edit comes into play too.



Tara Whitaker 11:43

And picking your rates because someone I am working on this fourth book in a series that oh, she's she's using the same crutches and errors that she made in the first book that I've pointed out in every book sense. And it's just like this, you know, you would think that working on books, she would know what to look for. And that makes the editing process easier. But nope. Which there's going to be authors like that. And she, I love her books, I would read them if I wasn't editing them. So it's fun to do. But that's even if you're working on a series with an author, I would honestly always ask for a sample edit, because they could. Well, and you know, she had this author wrote the book during the pandemic, or during, you know, I don't know where she is, but during quarantine lockdown. So her mind is probably not as sharp as I paint like mine, or anybody is right now, you know, so I would always ask for a sample at it. But that also goes into what I just said about style sheets. You had a question? If freelancers can create their own style sheet slash guide in lieu of a publishing house?



Tara Whitaker 13:07

Or would you encourage the client slash author to create their own? I don't know if I'm quite know how to answer that. Yeah, in the email that was inspired by this book. Because you know, all the different publishers have their own in house style sheet that I guess it's sort of in

addition to see moss, the publishing house has their own. So I thought, since as freelancers since we're not, you know, right. Working for a publishing company. That do we say, like, as we're going like this one copy editing fiction class I took, they said, Oh, you you make the stylesheet. I go really weak. How do I know what the what the author wants? Shouldn't the author be the one to say, I, every time you come up with this, instead of an accent, there really is no accent, but I want there to be an accent.



Tara Whitaker 14:10

Because this is a made up country and I want an accent mark. And then, of course, you know, this is a word that probably doesn't have one, but she wants one. So it's her preference, not mine. So how would I know that if, you know if I didn't have some something that she goes by like? Yep. Because yeah, they do take liberties. And you know, like one of my students right now, he's making up his own language for his science fiction novel. And that's going to be another thing. I haven't even started with that but just listening to like, oh, so this sort of being proactive. Yeah, no, this is a great question.



Tara Whitaker 14:45

And funny enough, because working on this book that I'm working on, I was talking on Instagram the other day about style sheets, and how important they are. So Okay, so there's style guides, sheets. Some people say, you know, use them interchangeably. How I know them is a publisher has a house style guide. And that is the overarching style guide for all of their publications. Then for each individual book, The copy editor creates a style sheet. So, for example, the client that I have now, the hierarchy of what you follow is above anything else, it's the style sheet. So the, especially in a book series, the series style sheet, then the house style guide, then sea Moss, then Merriam Webster.



Tara Whitaker 15:43

So because sea moss and Merriam Webster conflict sometimes, so you have to know, or you have to decide which one you're going to make as a preference and make sure the author knows that. So with the stylesheet, I guess it depends on your client. So if it's a publisher, they're going to tell you how to do it or their format and what they want included. However, we're going to be talking about this next month, when we talk about book publishing in the club, about how you can create your own style sheet for a self published author or a, you know, on client, not necessarily a book, but you could still make a style sheet for them.



Tara Whitaker 16:24

So when you're doing it for let's just say a self published author, or someone that's not with a publisher, or someone that doesn't have a house style guide, the copy editor creates it and how they determine what to include in there is really by analyzing the manuscript and picking out what the author's preferences seem to be. So for example, your accent with the they have an accent, that's not really supposed to be in there. If they've got that, throughout the book, it's most likely safe to assume that that's a preference they want.



Tara Whitaker 17:04

So in that case, what I would do is I would query the first instance, like make a track changes bubble and say global, because it's going to, we're getting ahead into what we're going to talk about in February, but because it covers the whole manuscript and say, you know, I've noticed that you're adding this accent mark to whatever word it is, is this something you want, globally? Or was it something funky with Word that it added it in there, and you didn't mean to, and then it's there up to them to make that change accordingly. So whether it's keeping the accent or removing the accent, but I would still put it on the style sheet. I always when I query something in a manuscript, I always highlight it in the style sheet, just so that they know, they have two places where they need to check it.



Tara Whitaker 17:57

So it's kind of you kind of just start reading through the manuscript and going, okay, for example, my client they prefer, okay, like the capital O capital K, instead of, okay, why, but if the author never uses, okay, they spell it out the whole time, then I assume that that's an author preference, and I put it on the style sheet, I don't go back and change every single instance of okay, a why to Okay. And when in doubt, I would just query it with the author or highlight it in some way and say, hey, you need to make a decision on this. I made this assumption. However, if it's different than then you need to fix it. I'm trying to think of what else but it really is just giving it your best guess. Or if you're unsure, ask query it. Just put a little comment in there and say, I assume this was a preference, you know a lot of preference.



Tara Whitaker 19:07

There's not a, there's kind of a wishy washy rule, but a terminal two, so a two with a period. Some authors like having a comma before that, and some don't, as long as it's consistent. That's what matters. And as long as it's kind of a style sheet, because then come Book Two, if even if it wasn't meant to be a series, it could turn into one and then that's when it's really important to have that stylesheet for the first book, because then you can refer back and say, Oh, we decided no comma this time, but now the author has included a comma every single time this book so now I can say, hey, this doesn't match book one. What do you want to do? Do you want to change it?



Tara Whitaker 19:47

Do you want to stick stay consistent, that sort of thing. So it is a copy editors job to do the style sheet it's not like a A law that you have to do it for clients, but I think it's a very good, best practice to do. Because it just kind of goes hand in hand with copy editing. So Did that answer your question? Yeah, that's been helped. Okay. Yeah. Great. Thank you. Yeah. I hope this has been helpful for you to learn. I try to ask questions that all can benefit from not just me. Oh, no, you ask any question you want?



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20:33

No, I think it's great.



Tara Whitaker 20:34

Okay, good. Good. Thank you, Tara. Yeah. And then I think you had one more, let me see, like, sorry, no, just one more. No, no, these are great, though. This is this is why we have these calls. Exactly. Okay, what is the protocol for freelance editors when approaching a potential client to inquire about a possible editing job? Who, like a publisher or someone anybody hiring? Or who do you mean by that? Well, like for example, if you're a member of an organization or association, or just, you know, I'm not a member at all, you know, I don't know what it is about this this past couple of weeks, other than the holidays, but I sort of had a casual referral.



Tara Whitaker 21:18

And by another editor in the Bay Area, who I know, not as an editor, I actually interviewed her. So for an article in the newspaper, and because of a book that she published, and it turns out, she does editing as well. And she said, Oh, she's the one I was telling you about that. Who referred that? academic writer? Hmm, okay. Yeah. And that was above and beyond my realm of expertise. But I appreciate your thinking that would be a good opportunity for me to dive in, but not on a tight tight deadline on such short notice. So I said, Oh, okay. So she just forwarded the email. And so was I supposed to wait for this girl to contact me?



Tara Whitaker 22:05

Or do I contact her? So I need my protocol. But given the deadline, I got this email Thursday. And she wanted it done by that Monday. I'm thinking, Well, wait a minute. And let me just go ahead and tell her so she's not waiting and waiting and hoping. I just went ahead and emailed her and told her I got an A referral by another editor that I know whom you contacted first, and to let her know that I'm sorry, but it's not going to work right now. But keep me in mind for the future. Yeah, yeah, that, that's always I always wonder that too. And when I have that situation, I like to try and be sure that whoever is looking for the service, whoever is looking to hire someone is the one that reaches out. So I know that that's not always an option. And I know, you know, I'm sure Emily Post has some etiquette about who's supposed to introduce who and, you know, what's the protocol for that?



Tara Whitaker 23:08

But? Well, for example, I had a friend come to me and say, Hey, I know someone who's writing a book do you want? Would you be interested? And so in that case, I would, I would say, if I was I would give her my contact information to pass along to the friend and say, if you're interested in editing services, they need to contact me, because I'm not gonna go chase them. That's my, because, you know, I mean, would it be that much of a effort? No, probably not. And some people might disagree. Some people might want to be the one that reaches out first. For me, I would just rather have someone come to me because they're, they know what they want.



Tara Whitaker 23:54

And if they're really serious about it, then they'll contact me. I think a lot of times some, at least in my experience, someone will say, Oh, yeah, I have a friend or I know someone writing a book, or I have a potential client. Here's their information. And then I would email them and I would hear nothing. Because they were really, really looking for someone for real, or maybe not at that time. So I would, if you can, I would try and have them I would pass along your information to them and say, let them contact me when they're ready. Then it's on them. But if you're more comfortable being the one to reach out first, then that's certainly I don't think that's bad. But you might not get a response because it just depends on how serious they are. So I thank you so much. It does it does help.



Tara Whitaker 24:46

I realized on the on the end of the author being an author myself, there's such a thing as as, as print fright. Hmm, yeah, because it's one thing to show it to your friends or to your peers in your writing group. But when you're faced with it An editor. It's like, Oh, am I ready yet? Yeah, totally, completely. And I don't say that to say, you know, authors are flighty and don't want to, you know, that's not it at all. But some, you know, they're just not ready. And it might, it might scare them a little bit in a way of like, Oh, I'm at that point, now that I have to show someone else my work. If I were an author, that would terrify me. When we when I went to your creative writing class.



Tara Whitaker 25:30

I can't tell you how, like, what's, I can't think of the word again, I was almost nervous for the people sharing their work, because that would make me so uncomfortable. But I was just so impressed. There's the word that they were able to do that. And they did it so casually. And, like, cuz you created a safe space for them to do that. But even even so that would just that would terrify me. So I can see how that would terrify authors very much. For that comment. I appreciate Yeah. And thank you for all your insight about how to approach. So I guess, the bottom line really is to sort of take it on a case to case basis, because it's everyone's different. And it's just because when you're a freelancer, it's like, Wow, gosh, well, there really is no rules it's like is you have your own business, right?



Tara Whitaker 26:24

But you don't have a boss or a chain of a chain of command, if you will, and just say your boss's boss to say, Oh, I don't want to step over your toes or something you are ever. Yeah. Yeah. And it's sometimes it can be great to not have those rules. And then other times, it's like, Oh, I really just want to rule, I really just want to be able to be told what to do and how to do it, when to do it. For the most part, it's on us, which is great.



26:53

I've kind of like followed my gut with that. Because, like, I guess it's kind of different upfront

when you're trying to pitch yourself to get experience. And I guess gonna do stuff at like no cost or low costs. But I have a situation like a similar situation for two different people. And I chose not to contact one and I did contact the other one. But I go to a yoga studio and just got to chit chatting with one of the yoga teachers after I took a class one day. And she would told me that there were two other yoga teachers at the studio who were writing books. And I don't know, either of them had never taken the classes. But I was like, oh, like, there's kind of a connection there. You know, like, there they go that do they teach there I go there.



27:38

So one is like a pretty serious author. And she has published books before. And she was writing a new book on chakras. And so I did contact her and she already had an editor, but she she responded to me and she was really nice about it. And, you know, told me good luck with my endeavors and stuff. So that was that was a good experience. But then the other one is someone who is writing and is a writer, but hasn't really ever published anything and kind of seems like that's more her baby. And she's like, don't try to contact her too.



28:14

And she gave me her name and stuff. I was like, I don't know, I didn't want to. I don't know, I felt weird about that. And so I think for me, it's been kind of an exercise in listening to my intuition, in a way and being confident in that. Yeah, I haven't really set a rule for myself, either. But I generally like if there's some kind of connection, and I guess we're I feel like it's a more business relationship instead of? I don't know, really floating it out there. Like, I feel like maybe for people who are. I don't know, I guess I don't even really know what made me decide to contact one not the other. But it was Sam's.



Tara Whitaker 28:56

It's just your gut. Yeah, it is. And you know, and it also depends on if you hear about a project and it looks, it sounds like something you'd be super interested in. Contact them first. Show me I'll take the initiative. But if it's just some random referral, you might want to wait till they or, or you might want to hustle and go for it. Like it's, it's a gut feeling. It's how you want to run your business. It's how you want to spend your time, how you want to look for clients. It's just, it just all depends. And it could change by the season. You might be super swamped at some point and someone is like, Hey, maybe I have a referral and be like, you contact me. I'm busy. You contact me because if you take the time out of your busy schedule to reach out, they don't respond and that's kind of a waste.



29:49

So although the funny thing is the one that I didn't contact, she's like popped into my head a couple of times the past month and I'm like, what? Yeah, maybe we need to count



Tara Whitaker 30:01



Tara Whitaker 30:04

Hey, if it feels good, do it. You can say is no, I'm not interested. You know? You'll never know till you find out. Right? But if it doesn't feel good, then just don't do it.



30:18

Keep you posted.



Tara Whitaker 30:19

Yeah, it was posted. Okay, those were all of the questions you sent me, Janice. Thank you so much. Yeah. Did you have any more that you wanted to? Chat about? No, no, thank you. I really, I. That's why when I emailed you about the questions, I knew that the today was the day we were going to discuss the book, and I didn't want to take up time. So I thought, let's discuss the book and we'll do the my questions another time. But then since I really appreciate that you answered them, and yeah, I feel so much more confident and better now. Okay, good.



Tara Whitaker 31:00

Yeah. But, um, but I didn't finish the book. Well, so here's a good thing that we're going to talk about, this will lead well into what the updates for the club. So I've been planning out the topics I want to cover for the next three months. So the first quarter. January is going to be like editing fundamental stuff. So I've got a I haven't figured out what I want to call it yet. We'll go with a glossary. I'm up to like 86 words, of things that I came up with, of things that I was, I was like, I have no idea what this means when I started in the industry and had to, you know, frantically figure out what they meant. So I was going to compile this big doc for you guys. And we can talk about that in January.



Tara Whitaker 31:52

And I was also going to do a book club every month. And I kept going back and forth on what I wanted to do for the first month. And I decided that we're going to do what editors do. Because I don't feel like we talked about it very well this month, like it kind of December's hard. And so and I want to really give it the attention I wanted it to so I figured we'll do it in January, it'll give you a little longer to read it. And then I'm going to have weekly discussions about it in our community. Plus, we can talk about it in our calls. Does that sound like a better plan? Then we can actually chat about it. And I think that's a good first book to start with, because it's such a foundational book.



Tara Whitaker 32:43

And it is very interesting and how there are different perspectives that can sometimes contradict each other as we found out. I think that's a good, a good way to start out to say you know, freelancers can be a wild, you know, there's no rules, we make our rules kind of thing. So that's where we're going to do in January. And then in February, we're going to talk about book

publishing, which is going to be introductory because I started making a list of all the things I wanted to talk about, and then realize that I had like 20 month's worth of content, that one, so we'll probably talk about it again, a different month, maybe even a couple more months, just because there's so much with it.



Tara Whitaker 33:29

There's traditional, there's hybrid, there's self publishing, like so many things, and then having meetings, we're still going to do twice, okay, twice a month, by perhaps bi weekly, twice a month, okay. But the community will always be open. But then in March, we're going to talk about money mindset. And I have a phenomenal person coming to guest speak. I don't know if she'll be live, like if we'll do another live zoom in March or if we'll record it, just the two of us and then just make the recording available. I think I kind of want to do it live. Because she is a very she's amazing. She is a coach and a cognitive behavioral therapist. And she is she's just amazing.



Tara Whitaker 34:26

And she's actually if you saw the podcast I posted in the community, the podcast episode with Christina who is a Club member. The host of the podcast is who I'm having speak for money mindset for Jessica Stone. So we're gonna talk about money in March. Okay, I think that was all of the topics. Let me see. I sent out an email. It's been a few weeks now, but I had to kind of reconfigure where I put content in podia in our portal. So just be sure you log in there. or have access to the content. That's where the workbook will be released. That's where the recordings are all of that, and YouTube are already in the community.



Tara Whitaker 35:11

But anybody on the recording, if you haven't joined the community yet, please do. So that link is in podia, as well. Oh, last question. So, twice a month, bi weekly, I'm going to spotlight a member of the club with a very, very brief interview. And I'm going to be sending out an email about that shortly. So if you are interested, please respond. It's a very, I think it's going to be like three or four questions very quick. I'm going to have the questions. And then if you can send in a picture, and then I will post those in the community just to get everybody to get to know each other and spark some conversation and start learning from each other. So that's coming to us in January, but the email will go out fairly soon. I think that's it for my club updates. Yep.



Tara Whitaker 36:08

And I was gonna talk about book club, which if we have some time now, we can definitely talk about the book if we have something in particular you wanted to chat about. But yeah, otherwise, we're free to chat about what we want. You know, the book is, is, it's interesting, because the first half is all about the sort of corporate structure of publishing, right? And while it's so interesting, it's really, it's very interesting. It was so it's as an author, I was, because I'm

reading it as an editor, what can I get out of this book, this reading? So you know, I, I, for John. And I said, you know, it's nice to know how all these editors acquired famous books, and even not so famous, you know, I'm at the part where there's, it's literary fiction now.



Tara Whitaker 37:00

And it's starting to get interesting, because now they're going into the realm of independent publishing, which is so much more, I think, our interest in terms of, we're going to be likely dealing with indie authors here since as freelance because we're independent editors. You know, there's the independent filmmaking industry, there's independent literature, independent authors. And then I realized, well, they're, even though we call ourselves freelance, we're independent. We're in these also. And that's where the more the artistry is involved.



Tara Whitaker 37:35

And the artistry in in, in preserving a narrative, an author's narrative voice, as opposed to sales, sales, and all these algorithms and paradigms and, and all the corporate stuff that people that drive sales, and it doesn't matter what the content is, it's like this, do you think it'll sell and it's so disheartening as an author, I'm thinking, Oh, I don't know that I'll ever traditionally publish them. Because in my lifetime, yeah, no. And even if you start in your 30s 40s, whatever, it's like, well, good luck, get in line, you know, but again, there's social media, you know, people are willing, this was published in 2017.



Tara Whitaker 38:19

So yeah, if they could already be making updates to this, three years later, well, I'm pretty sure they mentioned the big five in there. That's gonna be the big four. That's obsolete already. Because random, random house Penguin, random houses by Simon and Schuster. So they're all just, yeah, I really wish they would have called themselves Random Penguin. They lost a lot of points with me when they didn't do that. But what are they going to be called? Now? I don't know. And they just keep playing eating each other up. So yeah, part one, that whole excuse me acquisitions chapter. I found to be very boring. And corporate and salesy and not artistic and creative. And, you know, once you get past that, it gets better.



Tara Whitaker 39:10

And there's, there's even one of the most well known freelance editors Katherine own up. She has a chapter in here, or an essay, I think they call it but it gets it definitely gets more into the actual editing portion and freelancing. I think there's only one essay on freelancing, which was a little disappointing. I would also love to see a book about editing written by a woman. If there if you have specific recommendations about that. I feel like every book I come across is written by a man, which is fine, but I would like a different perspective. So if anybody knows of any of those.



39:45

Oh, there's a website of some really big freelance editor that has some books she's written about editing. I'll have to go back and look, but it seemed like she was a really big deal. So you might even know her name, but I can't recall it at all right now. Louise Hornby.



Tara Whitaker 39:57

Louise Harnby.



40:03

See, I don't know if it's been so long since I looked at it. And I saved it because I was like, this seems important. But I didn't ever go back and look at it then.



Tara Whitaker 40:11

Yeah, totally share that. Oh, there's the super the subversive copy editor. Yes. You're all Fisher. Oh, yeah. She has an essay here. Yes, that was the other one. And I've read I've read the subversive copy editor. But it was it's been a bit. It's been a while. Yeah, I really do wish there were more freelance essays in there. But maybe there will be maybe, maybe one of you will write an essay for collection in the future.



40:47

I do love writing books about processes. And I love designing documents to teach people how to do things. I have done it so many times in my career for like the auditing or the environmental stuff I do. And it's like one of my favorite things. I do it because I always I use I used to have to update it every year to like, there you go.



Tara Whitaker 41:11

Yeah, totally. I was going ahead another thought that just escaped me. My brain is like a sieve today. Email editors freelancing. Again, I'll think about it later. But, uh, yeah, any other things we wanted? Oh, I was gonna ask you about goals. That's what I was going to do. So I like I said before, I'm having a really hard time setting some goals. Just because the goals I set in 2020 or not what happened in both a good way in a bad way. In December 2019, I was not even remotely close to thinking about doing a group coaching program or a membership. Like that wasn't even.



Tara Whitaker 42:07

That wasn't even a flicker in my mind, which turned out to be amazing. But it's hard for me now to be like, Okay, well, what do I want to predict that will happen or try and predict what will happen? So if you are in that same boat I would suggest making goals like by the month by

happen. So if you are in that same boat, I would suggest making goals like by the month, by the quarter, because I'm finding it impossible to try and plan farther than that, because you just don't know what's going to happen. So I was going to ask you have you thought about some 2021 goals? And if they are, or if you have, then share them? If you would, like, website?



42:45

Business? Yeah, that's me, I want to make a website. So and especially like your thing, where you're gonna highlight people for the club, makes me even want to do that faster, because I would like to have that setup. Before I am highlighter, we go, maybe I'll work on that. By the end of the year, we'll see. But my other my other big goal, which I did tell you about a little bit, but, um, we, I guess this is more a general goal to for myself, but I have like, throughout my entire life, I have always kind of struggled with like, I just have ideas and like, I'm not very good at making myself follow through.



43:23

And I also, I think sort of connected to that is I also am resistant to reflecting on things that have even happened have happened in a day or like, especially something that makes me upset or that I'm slightly ashamed about, I'll just like, not let myself think about it. Even something small. So I'm going to kind of start a creative journaling slash meditative journaling practice where every single day, at the end of the day, I want to just like write a brief thing like about what happened that day I found a notebook I'm going to use, I'm gonna use the Passion Planner. And it has a little sections for different things.



Tara Whitaker 44:13

You muted yourself.



44:19

There we go, very risk of doing this on your phone. But it has creative space on it too. So I've always kind of dabbled in little hobbies. And that brought me a lot of joy. And I think also like, especially as a teenager, and in my college years and I have not done much of that at all in the past 10 years. So I wanted to try to do like something small and creative everyday, whether it's just like doing some cutesy lettering of a quote I like or, you know, a little little tracing of something or just stuff like that. And I think that will really spill over into a lot of aspects because I think it kind of creates confidence in yourself and your choices.



45:00

Because as part of that I've struggled with not sometimes not knowing what I think and not knowing what I want. And so I think, especially going into freelance, you have to be very sure about things, and at least at the moment to make a decision and move forward on it. So I think it will help me bring help bring a lot of clarity and help me stop second guessing. Because, I

mean, I've told you all before, I've second guessed myself so much over the past, like five years about can I do freelance and, you know, cannot be an editor? So, yeah, that's, that's where I'm at with that.



45:34

And I also am thinking about going back to editing for the website I was with, and before I get one, okay, yeah, I do like travel around North Carolina. Because really, I think my issue with that was I, they wanted me to write, and I just said yes, because I wanted to work with them. And I, in hindsight, I knew that's not what I want to do for freelance. And I should have stuck with that. And I think I would have, I'd probably still be editing for them if I had, because it just, it stressed me out. So that's my other goal is to kind of start pitching myself again, and do be doing something to work towards it.



Tara Whitaker 46:14

I like it. And I know we talked about this a little bit before, but for me, at least, when I try and come up with a new habit or something I want to incorporate into my routine or schedule, I have to start small, like small, like one minute of something, one minute of meditation, one minute of doodling, whatever the case may be, and then work out because if I sit there and go, I'm gonna meditate every day. It didn't happen. You know, you just go on with your day. And I will say, I have one of these that I fill out every day, I don't know if you're gonna be able to see it or not. habit tracker, you know, all those things up there that I do every day.



Tara Whitaker 46:57

Like, I even have take my vitamin on here, because I can never remember to take a vitamin, like, I have a meditation on here, I have my gratitude journal, I fill out every morning and every night like, I have to do that. Or else, I just don't do it. So that might be something to incorporate. And then oh, the thing you said about you don't like reflecting and you know, especially things that are uncomfortable. So Jessica stone who I was telling you about what the money mindset she, she is, I don't even know how to describe her. I think I call her my business therapist, even though she's like way more than business therapy, or, you know, helping me with my business. But her her thing she says is you got to feel it to heal it.



Tara Whitaker 47:52

Just like it's okay to be ticked off or sad or bitter or whatever. But you've got to sit with it as uncomfortable as it is. And she's very big into thought downloads. So every day, also on here, I in the morning, I write down all my thoughts, I'm tired, or I feel really good. Or I'm stressed about what I have on my to do list, just write it all out. Because then then it's out of your brain move on then you can tackle the day. And she's very much also into just writing things out whenever you feel anything like stressed, mad, upset, whatever, just writing it out. So those help you, you know, maybe check her out to podcast, she has a blog, she's got coaching sessions, she has a membership. I'm a part of like, I will say this all day long.



48:45

Because I'm also very interested in psychology type stuff. I do a lot of reading and podcast listening about psychology topics.



Tara Whitaker 48:53

I will send out her information to you guys. Because she has been she is the one that made me that made me but helped me launch the group coaching. That's so she's amazing. So anyways, that's awesome. I'm gonna keep on you. And so as Janice and so is the rest of the group on the website, you're gonna make it happen. You can do it. No, do it. Yep. Keep us posted. Janice, what about you? Well, you guys are already inspiring me. Because why wait until the new year right? I know. January is not going to save us. I keep like it is not going to save us but I am very excited for the fresh start.



Tara Whitaker 49:38

But no, no. Yeah, cuz I'm like, Lauren, I like your idea to do something creative every day and and I try to meditate. You know, instead of me having all these lofty goals what I've been doing now is I hand write because everything is on my phone or I got a file in the laptop, but I want something tactile so But at the end of the day, I, I put in how many minutes I walked around the park, or I put an am indicating that I did meditation with 20, you know, 20 minutes, as opposed to looking at a list at the beginning of the day and just, you know, burning it. Yeah, I think that works for me is that at the end of the day that I just list down what I did, so that I'm like, Oh, I did something today, whether it's creative, or for my health, but regarding my goals, I'm editing specifically, I want to I'd like to, and you guys can help me out with this, too, is take courses or something that will help enhance my technical know how and tech tech savviness of being an editor, like like it, like more to more Track Changes type things, you know, as because it's been a while since I studied track changes, and honestly, you guys, my clients slash students, they don't get it, they don't want that I use track changes, it confuses them. It really does mainly, yeah, they want me to just do it the old fashioned way, which is, you know, they'll email it to me Microsoft Word, and I'll just put comments in between, you know, they're double spaced, lines, etc.



Tara Whitaker 51:24

And then they, and then it's, I mean, whatever works, you know, and what's whatever is less confusing. But, you know, I mean, my sister was saying, technology is the wave of the future, blah, blah. And you may want to look into tech classes, like for editors, and to, to use like different software. But at the same time, I know my students, I know, my clients, at least the ones that I'm working with on a regular basis, they're not too impressed with technology, when it comes to editing, they just want to get clean, a clean copy. And it's it's frustrating to them to have to learn a software as well.



Tara Whitaker 52:00

And I go, Well, you guys don't have to learn the software. That's my job. And but then, when I hand it to them, it's like, well, I don't have the app, or some of them don't want to, you know, so it's just like, I try to make it easier. So in addition to that, it's if not so much on the technology side, I just want to read more books and like you learn I have a whole collection of it's embarrassing how many books and are just not ebooks, either. There are physical books on the craft of writing. And because I am a creative writing instructor, and I know that overlaps with editing as well. Because absolutely, I do a lot of developmental editing. And, you know, I need to know, do you know the mechanics, I hate to use word mechanics, because it's so technical, but it there is there is something technical about putting stringing words together, when it comes down to it, because even though I continue to say it's an art form, it's an art form, it's an art form.



Tara Whitaker 53:00

And they don't like to use the word rules. And I agree, because, you know, again, it's all about respecting the authorial voice, but at the same time, it's also Yeah, about that, you know, pesky accent mark, should it be there, should it not be there and that sort of thing. But I also want them to produce the best quality for work of art, and, and not talk about it as being a product. You know, like here, this book talks about product, right? Yes, it is. Their piece, it's their masterpiece, if you will allow some of them and mentioned this is the, this might be the only book that all that all right, you know, my entire life. But you know, so it's more craft, writing, you know, reading and then people are pestering me, Janice, you know, you should actually come write your own book. I really don't have time. I'm sorry, not right now.



Tara Whitaker 53:54

Because I want to publish two more books. I mean, I want to publish as long as I'm still alive. I don't wish to publish post mortem posts, postured to miss publishing, I'm sorry, Emily Dickinson, I know. And many others like her, and, and, you know, some of them died in of consumption in the 19. And that's so tragic. And that's not going to happen to me. I'm sorry. I had I dealt and I dealt with and beat cancer this year. You know what I mean? So I, I am, as much as I want to help other people. I, I sometimes feel like Well, man, the, the books I want to publish are sitting there waiting to be born. And it's not that I haven't published but I want to publish as as much as I want. While I still can't. While I still can't. And if there's anything that this year has taught me is that every day counts. And you want to do as much as you can for yourself.



Tara Whitaker 54:51

Because if these guys want me to be my best self, whether it's as an editor as an author, let me it's not selfish to think about up what I want first, you know, like my No, because this week, I didn't even dedicate any time to editing or rewriting or revisions of my novel, which I hope to that's my goal for 2021 is to publish my eighth book next year. So incredible. But who's counting? Rarely, I would not about quantity. You know, there's so many books out there, Lauren, I'm sure you've seen it, right. It's like, write 50,000 words in a week or whatever. So

ridiculous, you know, five words a day, 5000 words in 10 minutes or 10 minute author, instead of 30, instead of NaNoWriMo, 30 days to write a novel. Now they're saying you could write a novel in a week. But it's all it's all about making money. And it's like, well, where's the quality?



Tara Whitaker 55:46

And all of this, right? Yeah. People are like, Oh, I have an idea. I can write this novel in a week. And then just click Send on Kindle Direct Publishing. Yeah, the quality suffers. But this book that I hope to publish by next year, summer, I'm hoping 2021, I started that book in 2006. Wow. Wow. It felt like I wasn't doing anything. You know, I was doing other things and other books did get published. It's one of those things where you have children, and some are gonna go to college sooner than others, right? And some will go to all but maybe they'll just go just ebook format. Yeah. My goal. For track changes, I can do a training. I mean, I'm not going to say I'm like the Wizard. I need to learn more about macros, which are not my forte.



Tara Whitaker 56:41

But actually, I'm going to do a class. EF A is hosting, I think a member class for free. Like, if you're a member, it's free. But I can certainly do track changes and styles and all of that. Yep. I wrote it down. Throw that together. Thank you. Thank you, Tara. Because I do want one of my goals is to be an FFA, member. But you know, as far as my budget goes, right now, because of the holidays. I know. No. I understand. Say no more, say no more. Yeah. all right. Well, we are going to be rooting you on for writing. Finishing your book, publishing your book will get you a track train track changes training, this is a a, and here, oh, this is what I was gonna say. In terms of your own thing. I would really try and set aside five minutes a day for you 10 minutes a day for you to do like kind of what Lauren was talking about.



Tara Whitaker 57:43

Because I just started actually doing that by waking up earlier, and just having 10 minutes before my daughter wakes up. It makes a huge difference on my day, excuse me, like, you know, I'll fill out my planner, I do my thought download and just those 10 minutes. It's just it's completely changed the whole way I approach the day. So I would try and find five or 10 minutes, not not necessarily in the morning, before you go to bed. After you eat lunch, you know, whatever, just just that alone time or that you time is gonna make a big difference. Yeah, right. Right. So you're a priority. Yeah, thank you. Yeah, cuz then you're less grouchy. Yes. I like to think I am. asked my husband. But yeah, because you know, as an editor or as a mother, I mean, I'm not a mom to human children. But I've got you know, a cat and I've got a needle for furry nieces and nephews. But you know, sometimes it's like, Oh, you do so much. For others. It's like, then you go. I don't have time for myself.



Tara Whitaker 58:45

That's funny. You say that. Okay, so in the community, I posted that podcast episode. It's a half hour, but you can Oh, you know, listen to it at a higher speed. That's what I always do. It is about self care, but not like bubble baths and manicures. It's, you cannot pour from an empty

cup. You can't like you've got to fill your own cup first. So before you pour yourself into others, you've just got to take care of yourself. Totally, you should listen. I mean, you should totally listen to that podcast. Yeah, totally. What's that, Lauren?



59:21

I was gonna say at lunch this week. One day for lunch. I just went and like heated up my food and I stood in the kitchen and I just ate it. And that was like, the only time in the past like several weeks that I have not been putting some sort of information in my brain. Because like, I always wake up a couple hours before work, but I usually like read something or listen to a podcast, or I'm taking care of my dogs or something where I'm like, in taking information and then I work and then at lunch sometimes I like look up stuff about freelance or lately it's been like Christmas shopping stuff. So it's like information and information and like I never I guess I never I just let my mind wander in dump. And so that like days just staying in there for lunch and just not doing anything for 30 minutes, like just, I was like, wow, it made such a big difference for my day.



Tara Whitaker 1:00:14

So I was like, I'm decision fatigue, it's brain fatigue. Like, yeah, you just need a minute to. I just sat and stared at the Christmas tree the other night for like, 15 minutes. It was like, I don't want to read. I don't want to watch TV. Yeah, my kids asleep. I just want to stare at the lights. Yeah, think about anything. You have to do that you have to do. Okay, we are over time. I'm very bad about this. I need to get better about it. But they have anything else before we talk until next year? Well, of course, I'm always available before then. But yeah, calls at least our BI month or bi weekly calls. will not start till January. And that's when the newer club members will be joining us. Today, yeah. Yeah, well think it's been a great start to this group. I've really enjoyed what y'all have I, I really look forward to these calls. I'm grateful to you both.



Tara Whitaker 1:01:13

And it's okay to say to you both because as we grow, it's like to you all, and but especially, it's been nice to have this cozy chat, if you will, because it's not corporate. No, none of that here. I just want to express my deepest gratitude to both of you for being so supportive and so friendly, and compassionate. Because, you know, it's interesting. You mentioned the gratitude journal, I got a little lazy doing that. But it depends, right? It, I try to, at least, you know, feel it feel the gratitude, and express the gratitude, because there's in a world where there's anything, but I think that the gratitude is something that's we can give away for free. It doesn't cost anything.



Tara Whitaker 1:02:04

So yeah. And it's nice to hear more of that. So if you haven't heard anything lately, I do appreciate both of you. Being in my life in terms of helping me keep sane and balanced. And this is great going into the new year. This is on this high note. Yes. Yes. I echo all of that. I value you guys so much. I am so happy that you trusted me and jumped in back with the group

coaching in September and you're still here and I just Well, it was it was number I know. middle or end of September because I think we ended in October, right? Yes, that's right. Yeah. Gosh, it's been four months. I know. It's just gonna keep happening. We're gonna hit 2021 Strong 2020 one's gonna be in the some of it will be in the in hindsight. It's only going to bring good things. We're gonna rock it out. I have faith in you all.



1:03:04

Yeah, we're gonna do it here. Yeah.



Tara Whitaker 1:03:05

All right. Well, happy holidays. Wonderful. last few weeks. Yes. Stay safe. If you need me, I'm around. I celebrate Christmas so I will not be around Christmas or my birthday the day after but other than that, I will be around. But yeah. January Happy Holidays. Okay. Yeah. Bye bye.