

Right Line Editing & Design
Pre-Project Worksheet

It is my goal to, first, understand your needs, then to incorporate that understanding into providing you with a satisfying end product that you can use with confidence. ~ Christine Hunt

Please complete as thoroughly as possible, **sign, date, and return** to Right Line Editing **along with a sizable sample** of the project's textual matter and graphics, if they are to be included in the end product.

Name _____

Company _____

Address _____

Your title _____

Weekday phone number _____

E-mail address _____

Company Website _____

What, specifically, is the intended end product?

- What is your intended format (i.e., brochure, book, thesis, newsletter, annual report, promotional piece, etc.)?
- What is its end use (i.e., advertising, publishing, business presentation, educational)?
- Who is your target audience?
- What is the product's estimated
 - final dimensions? _____
 - length in words or pages? _____
 - number of references to be included? _____
- Who is your publisher or printer?

- If the end product is being published, will you provide the ISBN and/or Library of Congress information? Yes No
- What textual materials will you provide (i.e., hand-written notes, Word documents, audio tapes, graphics, etc.)? *(Please include type of format.)*

Does your company or business have its own established publication style? Yes No

- Will a style sheet be provided or will it need to be developed?

We need to establish a reasonable schedule for project approval, final approval, and delivery.

- When do you **need** to have the end product in hand? _____
- When would you **like** to have the end product in hand? _____

From the List of Available Services, please indicate which you would like to receive a project quotation for. Marking more than one category will provide a separate quotation for each.

- | | |
|--------------------------|----------------------------------|
| _____ Writer: | _____ Basic copywriting |
| | _____ Rewriting |
| | _____ Technical writing |
| | _____ Developmental copywriting |
| | _____ Ghostwriting |
| _____ Editor: | _____ Basic copyediting |
| | _____ Proofreading |
| | _____ Substantive copyediting |
| | _____ Production copyediting |
| _____ Layout and Design: | _____ Desktop publishing |
| | _____ Prepress publishing |
| | _____ Personalized communication |
| _____ Research | |
| _____ Transcription | |

Finalization of the end product should include (*please check all that apply*):

- _____ (1) hard copy plus (1) digital copy sent to publishing house
- _____ (1) digital copy sent to client
- _____ (1) hard copy plus (1) digital copy sent to client
- _____ negotiations with publishing house to verify accuracy in final project and materials
- _____ additional production or negotiation to finalize project (i.e., printing and delivery of multiple copies for end use)
- _____ extra hard copies to one or more addresses
- _____ extra digital copies to one or more addresses

Please note any additional thoughts or comments below. Thank you for the opportunity to serve you.

Signature _____

Date _____