

Sara Donaldson

Northern Editorial

Editor, proofreader and writer
specialising in history and the arts



Price Guide 2024

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You want to be confident with your writing

A professional editor can give you that confidence

You want to connect more with your audience

Let's make sure your writing and storytelling is right for your readers

You want to look professional

Great writing gives you the edge

A trained editor will respect your voice, will take on board your preferences and will suggest changes that can be made to enhance your writing. But the final decision is yours, and at the end of the day, the text will still sound like you.

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We have found Sara very professional, with all our work requirements meeting the required deadlines for our leading worldwide clients, which include Cunard, Isle of Man Government, Brittany Ferries and P&O.

**Miiles Cowsill
Lily/Ferry Publications**

”

Sara has brilliantly managed to tighten the flow and get to the real heart of what the prose is trying to say. As a writer, it can be difficult to expect that people like one's work, but with this edit I feel confident that I can push onto the next stage of the process.

Reginn author

WANT TO WORK WITH ME?

01.

We make contact

AND TALK THROUGH WHAT YOU NEED

After deciding what you need we'll agree a start date, the length of time needed for the project and the price.

Then I send you the link to my Terms and Conditions page. You'll find a booking form at the end of the page, which you fill in and submit. This provisionally books you into my schedule.

Shortly before the start date, I send you an invoice for the deposit.

HOW IT WORKS

02.

I get to work

THIS IS WHERE THE MAGIC HAPPENS

Once you've paid your deposit and sent me the text, or given me your writing or research brief, I get to work.

You might hear from me during the working stage, or I might keep any questions or comments until the end of the job. It will depend on what we are working on.

This is the bit where you sit back and relax.

03.

The project is returned

IT'S TIME FOR YOU TO LOOK EVERYTHING OVER

If I've been editing or proofreading for you you'll get your document back in a couple of documents – one with Word's tracked changes showing and one 'clean' where the changes have been accepted. This makes it easier for you to read.

If I've been writing or researching for you there may only be one clean document or a number. It depends on what we've been up to. You'll be able to answer any questions I've had and get back to me with any comments.

Once you're happy I'll send you the final invoice. It's that easy!

Which service do you need?

IT CAN BE DIFFICULT TO NAVIGATE THE DIFFERENT TYPES OF EDITING AVAILABLE

Put in its simplest form ...

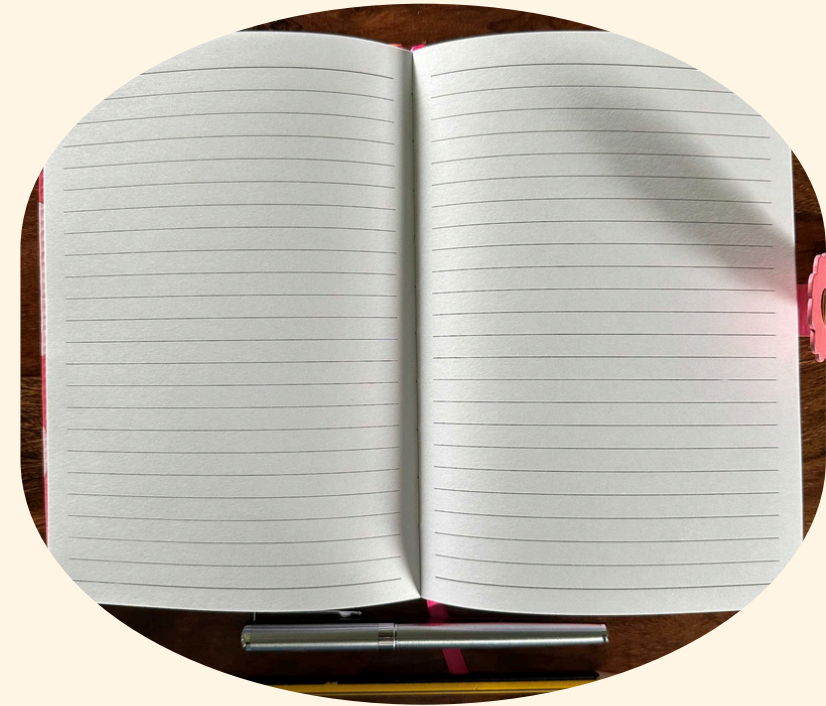
Developmental edits deal with developing the material – you're playing the long game, not looking at the spelling and grammar.

Manuscript assessments / critiques assess your progress and whether you're doing what you think you're doing.

Copyedits are technical and look at the punctuation, grammar, spelling, consistency and flow, and make sure it's all good.

Line edits are more stylistic and will look at word choice, redundancy, inconsistencies, make sure everything is clear and the writing is in the right place.

Proofreads are that final polish – hopefully changing as little as possible before you send the document off for publishing. These are usually carried out after the document has been designed and we work on the PDF.



Copywriting is writing for advertising your business.

Content writing is also writing for your business, but concentrates more on information than advertising.



Author services

Editing and proofreading make your writing the best it can be.

- Copyediting / line editing
- Proofreading
- Triage edits
- Manuscript assessments / critiques
- Mini manuscript assessments
- Developmental edits



Business services

Don't struggle with your written content. My editing and writing services are just what you need.

- Editing
- Proofreading
- Re-writing
- Writing
- Plain English editing
- Website edits and assessments



Brand guides

Don't rely on post-it notes. I'll get you organised so you stay consistent.

- Single-sheet brand guidelines
- Comprehensive brand guidelines
- Writing style guides



Historical services

Got an interesting story to tell? I can research your building's history or write your business story for you.

- Building histories
- Document transcription service
- Photograph research
- Writing services
- Genealogical services

Author services

I'm a fully trained, professional editor, and an Advanced Professional Member of the Chartered Institute of Editing and Proofreading (CIEP), so you're in safe hands.

Prices for self-publishing authors, or authors who would like to tidy up their book with an aim to send it to agents are as follows:

Developmental editing: ranges from £25 to £50 per 1,000 words

Copyediting: starts at £35 per 1,000 words

Substantial editing / line editing: starts at £45 per 1,000 words

Proofreading: starts at £25 per 1,000 words

Fees will vary according to the nature of the work, including project scope and size. Please contact me and we can work through your requirements.



Contact me now



Triage edit

**£25 per 1,000
words**

For when 'good enough' is good enough

STRENGTHEN YOUR WEAKNESSES

We'll pick the three most important issues that need fixed ... and fix them.

A HUMAN EYE

For when time, or budget, is tight. Better for shorter documents.

A BUFF, NOT A POLISH

Concentrate on what your audience will notice more.



Full assessment

from £750

£750 for books up to 80k words,
£950 for 80k–90k words.

Think of this as a DIY developmental edit.

COVERS

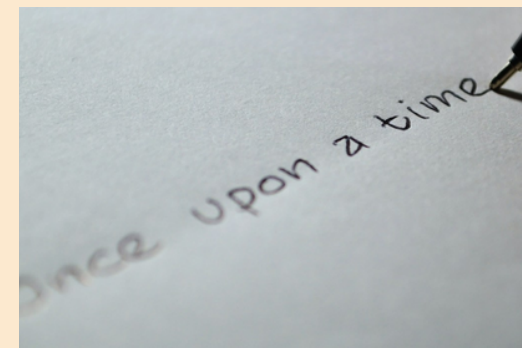
Content, presentation and format.

BIG PICTURE WRITING

Pace, plot development, characterisation and voice.

STRENGTHS & WEAKNESSES

Spelling, punctuation, grammar, language, structure and the overall writing of the book.



Mini assessment

£250

An assessment of the first 10,000 words of your book.

Covers a selection of the issues noted for the full critique.

This is a great choice if you're not sure how you're getting on with your writing and want some guidance.

Business services

I offer the following services for my business clients:

- copyediting
- substantial editing / line editing
- proofreading
- copywriting
- content writing
- re-writing
- Plain English editing
- website edits and assessments
- historical research services.



My day rate starts at £420.

Flat fees will vary according to the nature of the work, including project scope and size. Please contact me and we can work through your requirements.

Contact me now



Website health check

5 page check-up £500 *

1 page check-up £120 *

Make sure your website gives
a great user experience.

FEEL CONFIDENT THAT YOU'RE SENDING THE RIGHT MESSAGE

Is the writing on your website fit for purpose?

A website health check will make sure your writing is effective, engaging and energised, keeping to your own unique voice. You'll get a written report on your site (covering word use, jargon, spelling, grammar, punctuation, sense and useability), an edit of your text using Word's Tracked Changes and suggestions for improvement.

* (1000 words per page maximum.)

Brand guides

Brand guidelines bring all your brand details together in one document, so you can find everything you need quickly and easily – every time.

Feel more confident as your business grows.

Make it easy for your team to stay on brand.

A clear, concise set of guidelines lets team members, customers and clients really know the brand.

All the big businesses have them.

- information in one place
- one document to share

Together we'll gather your information.

Then I'll create your brand guidelines.

Prices start from £250 for a basic one-page brand book, however it's best to talk to me so we can tailor the package to your business needs.

- simple brand sheets
- comprehensive brand guidelines
- editorial style guides



Contact me now

Typography

Fonts are simple and easy on the eye. Body text is in Open Sans, designed by Steve Matteson, Type Director of Ascender Corp, and released in 2011. Open Sans is distributed by Ascender Corporation and freely available via Google Fonts. Headlines are in Futura PT. Available through Adobe.

Headline

Futura PT

Primary typeface weight: bold

**A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z**

**a b c d e f g h i
j k l m n o p q r
s t u v w x y z**

Body Text

Open Sans

Primary typeface weight: regular

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

Colour Palette

Primary Logo Colours



Duck Egg Blue

Hex: #b6dbe4
RGB: 182 / 219 / 228
CMYK: 33 / 3 / 11 / 0



Black

Hex: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100

Spot Colours



Light Green

Hex: #b6dbc4
RGB: 183 / 219 / 195
CMYK: 4 / 0 / 30 / 0



Lilac

Hex: #b6bbe4
RGB: 182 / 187 / 224
CMYK: 33 / 25 / 0 / 0



Cream

Hex: #f8f4e4
RGB: 248 / 244 / 228
CMYK: 4 / 3 / 14 / 0



Bright Red

Hex: #ff6666
RGB: 255 / 102 / 102
CMYK: 0 / 60 / 60 / 0

Logo

The logo consists of a cupcake symbol with a simple word mark in Open Sans bold.

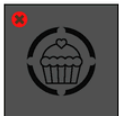
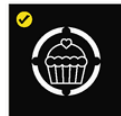
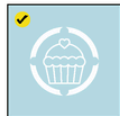
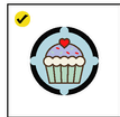
Simplicity is key.

The logo is colourful, but with black & white outline variations.

The word mark should always appear below the symbol if used.



**Cakes Cakes
Cakes**



Our brand book pulled all our design elements together so that we could better understand where we were being consistent with our brand (and where we were not). Sara also provided useful feedback on our brand 'voice', something which we would only otherwise have been able to achieve through extensive market testing.

Helen



This is AMAZING! It's everything I need for the site, in one place. Do you KNOW how many post-it notes I can shred now?!

Louise

Historical services

STORYTELLING SELLS

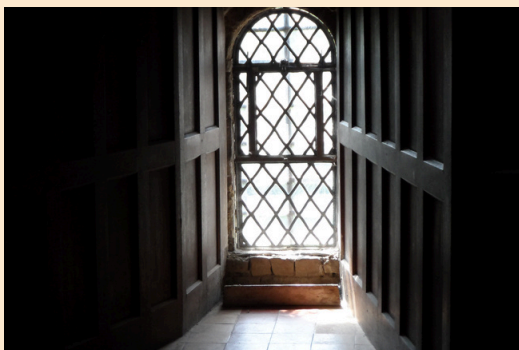
Storytelling gives your customers a sense of connection to your business. We all love a good story and stories are actually hardwired into how we connect with the world.

Historical services for businesses shouldn't be stuffy or boring – by researching and using storytelling techniques we can bring your business history to life. Your business story is great for websites, brochures, welcome packs and so much more.

I can help you bring your history back to life.



Contact me now



Your building's history

from £250

Research into your building and its early inhabitants. Of course, it's easier if your building is an old one – we can follow it back in time through census records, as well as directories, newspaper reports and other archival records.

- find out who was living or working in your building
- research report tailored to your needs
- option to have a story written in your business voice.



Document transcription

from £25 per page

If you have an old document that you haven't been able to read my transcription service can help.

Don't shove that old document to the back of the store cupboard – I can read it for you!

- document transcription
- names, dates and places listed for you



Photograph research

from £25 per photo

Do you have a photograph that you know nothing about?

Using a combination of visual clues and historical research we can tell your business history through your old photographs.

- visual storytelling
- historical connection
- place your photographs in their historical context

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Honestly, I couldn't be happier
Sara Donaldson's edit was
thorough, professional, and
illuminating. She spotted logic
flaws missed by all other readers.
She is just straight up fun to talk to
and work with.

Mysti Berry, Technical writer and award-
winning author

”

.Greatly encouraged by Sara's
professional support and
adhering to the salient points
made, I am writing with a lot
more care and more confidence.

Jo Elvery, author

”

Sara has been a great resource for
our business
Sara has been invaluable to our
company. The work is completed to
a very high standard.
She gives us the confidence in the
quality of our message on our
labels.

Martin Murray, Dunnet Bay Distillers
(Rock Rose Gin & Holy Grass Vodka)

Wordy stuff is what I do

I know just how to help

As a business owner sometimes you'll need to outsource. You can't do it all yourself or you'd never get your work done.

My services, tailored around your needs, include professional editing services (copyediting, developmental editing, document assessments and website assessments), proofreading, writing, historical research and maintaining consistency in your brand through editorial style guides and brand books. Basically I'm your go-to consistency consultant.

As an author you know that to look your best you sometimes need help. My editing services for authors include copyediting, proofreading and manuscript assessments. I specialise in historical fiction and non-fiction.



Contact me now