

Example of Copy Wash Standard

Checking for spelling and grammatical errors, plus sentence structure, including shortening sentences where appropriate, adding paragraph breaks, and ensuring an even flow to the copy. Comments inserted to explain less obvious changes or to suggest further improvements.

Before...

Your never going to please everyone but a simple clear piece of text is always preferable to something full of jargon where the ideas are not resented in a logical order. Its' all to easy when things are being done against tight deadlines to rush the job and get it wrong, or spend to much time working on something yourself when its much more efficient to give it to someone who does this sort of thing for a living.

Theirs also the question of several people working on the same document which can make it very uneven. Focussing on issues and looking for deliverables that don't always horizontally align with the Customers Needs. By leveraging different styles, you can end up with something to which people will not neccesarily directly respond in a timely manner.

After...

~~Your never going to please everyone but a simple clear piece of text is always preferable to something full of jargon where the ideas are not resented in a logical order. Its' all to easy~~ When things are being done against tight deadlines, it's all too easy to rush the job and get it wrong. Another risk is spending, ~~or spend too~~ much time working on ~~something-it~~ yourself, when it would be s-much more efficient to give it to a professional.~~someone who does this sort of thing for a living.~~

~~Theire's also the question of several people working on the same document, which can -which can-~~ make it very uneven. There's a risk that different styles will leave the customer confused, meaning that your message is not clearly communicated. ~~Focussing on issues and looking for deliverables that don't always horizontally align with the Customers Needs. By leveraging different styles, you can end up with something to which people will not neccesarily directly respond in a timely manner.~~

You're never going to please everyone, but a clear piece of text is always preferable to something full of jargon, or where your ideas are not presented in a logical order.