

The Proof Angel Summary of

Writing resources: December 2014

Using too many adverbs is a common problem for writers. Spotting them in your own writing can be difficult. If you have this trouble, then [this macro](#) might be worth a try. Remember it is always worth backing up your work before running a macro, just in case there is a problem, or you get an unexpected result.

The key difference between online and print publishing

The online world is increasingly important. Many of us reach for Google when we used to reach for the encyclopaedia, or the Yellow Pages. Sometimes it is hard to remember the impact of this change when we are writing.

The fundamental focus has moved from what the publisher wants to say to what the consumer wants. The two may be totally different.

This post [expands on that point](#). I never thought I'd see digital content compared to a good wine.

The importance of remembering the customer

Anyone who has anything to do with communication will tell you that it is important to remember what the user needs. The focus should not be on what you want to say, but what they need to know. This is particularly true when designing websites. Somehow, it is harder to remember when doing that sort of work.

Gerry McGovern often has something useful to say on this subject. If anyone has any doubt that it is important, this time he has some [scary statistics](#).

Some useful blogging information

Here is a good [pod cast about blogging](#). Because we all get bogged down from time to time.



The Proof Angel is the trading name of Sarah Perkins, freelance editor and proofreader.

The Psychology of Pricing

This is slightly off my normal territory, but I've still got a logical connection. This post isn't about calculating the price you need to cover your costs, or working out what the market will bear.

It is about how you can make changes to the way you present your price to increase sales. There are some [fascinating statistics](#) here.

Watch your sentence length

Do you know the 3 main causes of boring writing?

- Having nothing to say.
- Repeating your point until everyone is sick of hearing it, and
- Keeping your sentences the same length and shape.

Read more about [making your sentences more musical here](#).

How to identify fonts

Ever wondered how it is done? Find out [the basics here](#).

How to improve your emails

Do you want a quick way to improve your emails? [Try this tip](#). It is worth checking a few emails. It is surprisingly difficult to keep it up.

Graphic Design Tutorial: Typography and Design

People with no experience of design & typography often pick a font because they like the shape of the letters. Unfortunately, there is a lot more to the design process than that, as [this video explains](#).

Plan your writing projects with a Gantt chart

I'm sharing this post on the theory that different approaches work for different people. You may not have thought of planning your writing with a Gantt chart, and it might be just the thing you need. Find out how writers can [benefit from Gantt charts here](#).

I have an allergy to Gantt charts. I used to have a job where I spent my time fixing what had gone wrong. It was decided that we should all have a work plan, so there was something to review at appraisal time. My Gantt chart showed all the things we would like the system to do when I had a moment, with all the time scales and mile posts set out. It was beautiful, but the only time I ever did any of those tasks was if they could be combined with a short term fix. I had to update the plan every week, moving almost everything a week into the future, using time I could have had to work on the planned tasks.