

Instructors **Leslie Miller** and **Ingrid Emerick** have intimate knowledge of the “slush pile”—that purgatory for would-be authors—with 25 years of publishing experience between them. Former editorial executives at Seal Press and Avalon Publishing, they currently run Girl Friday Productions, an editorial consulting and book development company. Leslie is also the editor of *Women Who Eat*, and the executive editor of *MomsRising.org*. Ingrid is the coeditor of a range of published titles, most including the recently released *Go Your Own Way*, and also teaches editing at the University of Washington.

Saturday, December 1, 12:30–4:30 P.M.
 Bertona 2 at Seattle Pacific University
 103 West Bertona, Seattle, WA
 FEE: EFA Members \$100 / Nonmembers \$125

REGISTRATION

Advance registration is required for all courses. No walk-ins. New York classes are held in the EFA office at 71 West 23rd Street, 4th Floor, New York, NY. Participants in classes held outside New York will receive additional location information after registration; all course location details will be posted on our online course catalog.

There is a fee of \$10 per course for late registration (within 48 hours of the class start). Classes with insufficient registration will be canceled two days before the first class date; registrants will be notified and their money refunded.

For further information or to inquire about late registration, telephone our office, toll-free, Monday to Friday between 10 A.M. and 5:30 P.M. Eastern Time at (866) 929-5400.

Refund Policy for EFA Classes: No refunds for no-shows or within 48 hours of class start date; 50 percent refund for cancellation requests made no later than four days before class start date. All refunds are subject to a \$10 administrative fee.

EFA courses are designed to enhance professional skills and boost income for editorial freelancers. Class size is limited, so register early to avoid missing out.

About online courses

The dates given for online courses are when postings appear. Generally, participants have two to three days to read and respond to each posting—you don't have to be at your computer at the moment the posting appears. Here's what an online participant had to say:

“This is the first online course I have ever taken, so I was nervous about understanding the technological aspects, but the course went very smoothly and participation was simple. Thank you for making it so easy.”

Registration Form

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____
 E-MAIL _____

I am not a member. Please send me information about joining EFA.

Course	Member	Non-Member	Amount
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Copyediting Basics, *online*
 Thursdays, 10/11–11/15..... \$135..... \$160 _____

Cultivating Your Client List,
online
 Tuesdays, 10/16–11/6..... \$125..... \$150 _____

Substantive Editing Clinic, NYC
 Saturday, 11/3 \$160..... \$185 _____

Advanced Substantive Editing
 Clinic, NYC
 Saturday, 11/10 \$160..... \$185 _____

DISCOUNT: Save 20 percent
 when you sign up for both
 substantive editing clinics! \$256..... \$296 _____

Writing from Healthy Starts,
online
 Wednesdays, 11/7–28..... \$100..... \$125 _____

Writing a Winning Book Proposal,
Seattle
 Saturday, 12/1 \$100..... \$125 _____

Late registration fee if applicable..... _____

TOTAL DUE _____

Payment method:

Check or money order enclosed.

Credit card

Card number _____

Exp. date _____

Signature _____

Mail or fax registration form and payment to
 EDITORIAL **FREELANCERS** ASSOCIATION
 71 West 23rd Street, 4th Floor ■ New York, NY 10010-4102
 Toll-Free: (866) 929-5400 ■ Fax: (866) 929-5439
 www.the-efa.org ■ info@the-efa.org



EDITORIAL
FREELANCERS
 ASSOCIATION

Education Program Fall 2007

*Adding to your arsenal of
 editorial skills increases your
 assignment opportunities—
 and your income*

- Copyediting Basics
- Cultivating Your Client List
- Substantive Editing Clinic
- Writing from Healthy Starts
- Advanced Substantive Editing Clinic
- Writing a Winning Book Proposal

**THESE CAREER-BUILDING
 COURSES FILL UP QUICKLY**

**DON'T MISS OUT—
 REGISTER EARLY**



**Education Program
 Fall 2007**

**FIRST CLASS MAIL
 DATED MATERIAL**

Fall 2007 Education Program

Copyediting Basics

Always Popular / Online Course

Participants will learn essential copyediting skills: untangling common grammatical errors; distinguishing between punctuation rules and styles; establishing or working with number style; and applying language editing with a light hand that respects an author's voice. Gain a seasoned editor's tips on using lesser-known features of the dictionary and finding what you need, fast, in *The Chicago Manual of Style* (15th Edition). Coursework includes on-screen exercises using MS Word and readings from *The Copyeditor's Handbook* by Amy Einsohn.

Instructor **Kris Fulsas** is a freelance editor and proofreader whose clientele include Countryman Press, Media Partners, Sasquatch Books, Mountaineers Books, and Washington Law & Politics. She's an instructor in the University of Washington's editing certificate program. In 28 years in publishing, Fulsas has been a book production editor and a magazine production manager.

Past participants have said:

- *The instructor definitely knew what she was doing.*
- *It was very enjoyable!*
- *I would recommend it to anyone thinking of copyediting as a career.*

Thursdays, October 11–November 15

(6 online sessions)

FEE: EFA Members \$135 / Nonmembers \$160

Cultivating Your Client List

Back By Request / Online Course

Most editorial freelancers will tell you they get their clients by word of mouth. But the savviest freelancers know that harvesting clients is the fastest route to success. In this class, we'll discuss ways to develop a niche, target dream clients, weed out deadbeats, and shamelessly self-promote (even if you're an introvert). Whether

you're a writer, editor, indexer, or designer, this course will show you how a little planning and chutzpah can go a long way toward growing your client list.

Instructor **Michelle Goodman** is author of *The Anti 9-to-5 Guide: Practical Career Advice for Women Who Think Outside the Cube*. She fled the cube in 1992 to become a freelance writer and has yet to look back. Her essays and articles have appeared in several anthologies and such publications as *Salon*, *Bust*, *Bitch*, and *Bark*. To keep a roof over her head, she wrangles print and online text for book publishers, high-tech empires, and peddlers of new-age philosophy. She regularly blogs at www.anti9to5guide.com.

Last year's participants said:

- *It was excellent...clear, meaningful, enjoyable—and I would add comprehensive. I've learned a lot.*
- *I especially enjoyed the homework because it forced me to do things like evaluate my clients, figure out the type of clients I really want, look at my marketing material, and tackle self-promotion.*

Tuesdays, October 16–November 6

(4 online sessions)

FEE: EFA Members \$125 / Nonmembers \$150

Substantive Editing Clinic

Back By Request / One-Day Workshop
New York City

This intensive one-day clinic focuses on editing for clarity. A hands-on course, it is built around exercises—ranging from individual sentences to paragraphs—that develop close reading, effective querying, and efficient editing. The course assumes knowledge of grammar, punctuation, spelling, and style, and it provides an outstanding introduction to substantive editing.

Instructor **Maron L. Waxman**, retired editorial director, special projects, at the American Museum of Natural History, was also editorial director of trade reference at HarperCollins and of book development at Book-of-the-Month Club. She has taught in both the NYU and CUNY publishing programs and has led editorial workshops at Editorial Experts and several writers' and editors' conferences.

- One of last year's attendees said *"the material was challenging but easy to understand. I was fully engaged in it the entire time. I'd definitely recommend the course."*
- Another praised Maron L. Waxman as *"a master teacher—very knowledgeable, astute, highly experienced, and full of helpful examples and stories."*

Saturday, November 3, 9:30 A.M.–5:00 P.M.

EFA office, 71 W. 23rd St., 4th Fl., New York, NY

FEE: EFA Members \$160 / Nonmembers \$185

DISCOUNT: Save 20 percent when you sign up for both substantive editing clinics!

Writing from Healthy Starts: Exercises That Foster Creative Writing

New Course / Online

Using exercises from the instructor's three books on keeping a writer's journal, participants will get going in the direction of personal essays, poems, and stories—effortlessly and without dragging their feet. The instructor will assign exercises with multiple variations and, in a collaborative atmosphere, help participants see what they might do with what they have created. You will practice "generative writing," which helps you find space and time to start writing things you may not even have realized you had in you. The exercises require little effort and they help you come at things "slant," as Emily Dickinson suggested we must. Join this fun, inspiring class and find out more about the topics and images you have inside. The work is structured around four sessions; however, the instructor plans to build in some flexibility around Thanksgiving (as needed) and may extend course discussions beyond the final advertised session date.

Instructor **Sheila Bender** is the author of eight books on writing, including *Writing and Publishing Personal Essays* and *Writing in a New Convertible with the Top Down*. She publishes *Writing It Real*, an online magazine for people who write from personal experience at www.writingitreal.com. And she has been a feature writer, columnist, and book reviewer for publications such as *Writer's Digest*, *The Writer*, *The World*, and *Poet Lore*. In 2005, she wrote the content for Chronicle Software's journaling program *LifeJournal for Writers*. Her essays and poems appear online and in

numerous North American literary magazines and anthologies.

Wednesdays, November 7–28

(4 online sessions)

FEE: EFA Members \$100 / Nonmembers \$125

Advanced Substantive Editing Clinic

Back By Request / One-Day Workshop
New York City

Picking up where the Substantive Editing Clinic leaves off, this advanced workshop taught by Maron L. Waxman (see her bio above) provides editors with techniques for editing instructions, identifying and correcting weak organization, assessing the quality and accuracy of the writer's information, setting the correct tone for the intended audience, and creating an effective relationship with the writer. All work is based on actual manuscripts. This course stands alone but assumes a working knowledge of material covered in the basic workshop.

About last year's workshop, one attendee raved:

- *Fantastic! Maron was a great teacher. I would highly recommend it.*

Saturday, November 10, 9:30 A.M.–5:00 P.M.

EFA office, 71 W. 23rd St., 4th Fl., New York, NY

FEE: EFA Members \$160 / Nonmembers \$185

DISCOUNT: Save 20 percent when you sign up for both substantive editing clinics!

Writing a Winning Book Proposal

New Course / Half-Day Workshop
Seattle

Whether you're a writer looking to hook an agent or a publisher or a freelance editor working with writers hoping to be published, knowing how to create a winning proposal is an essential skill in today's competitive publishing marketplace. No agent or in-house editor has time these days for romantic dinners or long walks on the beach. Instead, your ability to sell your ideas and writing, or those of your client, is dependent upon a relatively brief written pitch: the proposal. Two former acquisitions editors demystify what publishers and agents are looking for and share the most common reason authors get rejected. We'll also go in-depth and cover the basics of great proposals, from titles that sing to effective marketing points.