

Title Information

Editor-Proof Your Writing

**21 Steps to the Clear Prose
Publishers and Agents Crave**
by Don McNair

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LANGUAGE ARTS/Editing & Proofreading

Most writers toil their whole lives without ever getting published. The reason? Foggy writing — writing that's full of unnecessary, misused, and overused words. Foggy writing drives editors crazy, and makes publishers and agents reject manuscripts at first glance.

Veteran editor Don McNair lays out an easy-to-follow, systematic method for clearing up foggy writing and producing sparkling copy that attracts readers, agents, editors, and sales in his new book *Editor-Proof Your Writing: 21 Steps to the Clear Prose Publishers and Agents Crave*.

In his more than 40 years as a professional editor and writing instructor, McNair found that most writers make the same mistakes over and over again, and nearly all of these mistakes can be corrected simply by removing specific words. In *Editor-Proof Your Writing*, McNair presents his classroom-proven, systematic method for rooting out foggy words and phrases, producing clear, vigorous and powerful prose.

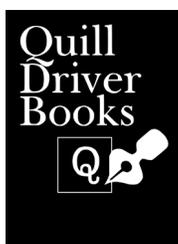
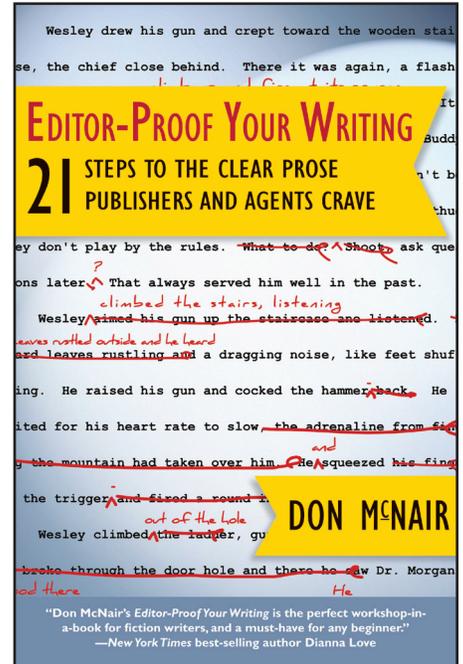
In just 21 steps, *Editor-Proof Your Writing* teaches how to edit weak verb forms, strip away author intrusions, ban redundancies, eliminate meaningless phrases, correct passive-voice sentences, slash misused and overused words, and fix other writing mistakes.

Editor-Proof Your Writing doesn't present theory; it shows how to apply knowledge. McNair asks readers to use the first chapter of their manuscripts as a practice text. Each chapter introduces a step to defog writing and then asks the reader to try it out on his or her own work.

A superb addition to any writer's toolkit, *Editor-Proof Your Writing* won't just make you a clearer and more grammatical writer; it will make you a *better* writer — more expressive, more entertaining and more likely to sell your work.

Audience: Professional and aspiring fiction and nonfiction writers, writing teachers and students, business professionals, and anyone who wants to write with more clarity and expression.

About the Author: A professional editor for more than 40 years, **Don McNair** has worked as a magazine editor, a senior account executive for a major PR firm, and an independent PR consultant. McNair is the author of three novels, three previous nonfiction books, and countless feature articles for periodicals.

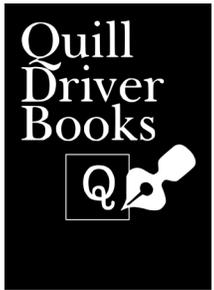


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Writing mistakes can ruin your chance at getting published, but *Editor-Proof Your Writing* presents a foolproof method for making your writing clear and saleable

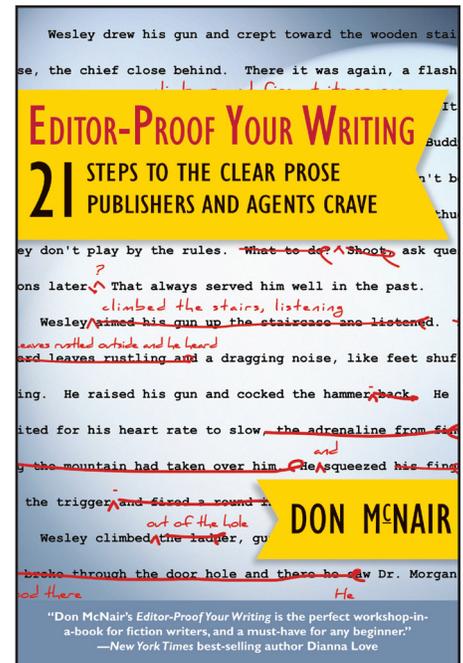
“All writers, seasoned or newbie, should read, absorb, and put to use the lessons Don McNair offers.” —*New York Journal of Books*

Most writers toil their whole lives without ever getting published. The reason? Foggy writing — writing that’s full of unnecessary, misused, and overused words. Foggy writing drives editors crazy, and makes publishers and agents reject manuscripts at first glance.

Veteran editor Don McNair lays out an easy-to-follow, systematic method for clearing up foggy writing and producing sparkling copy that attracts readers, agents, editors, and sales in his new book *Editor-Proof Your Writing: 21 Steps to the Clear Prose Publishers and Agents Crave* (Quill Driver Books, April 2013).

In his more than 40 years as a professional editor and writing instructor, McNair found that most writers make the same mistakes over and over again: Unneeded words. Passive constructions. Redundant expressions. Clichés. Too many adverbs. After editing thousands of problem manuscripts, McNair identified just 21 distinct types of foggy writing that most writers unconsciously repeat in everything they write.

The good news is that eliminating these 21 errors will correct most foggy writing problems — and nearly all of these errors can be corrected simply by removing specific words. Eliminating unnecessary words strengthens action, shortens sentences and makes writing crackle with life. In *Editor-Proof Your Writing*, McNair presents his classroom-proven, systematic method for rooting out foggy words and phrases, producing clear, vigorous and powerful prose.



Editor-Proof Your Writing is the most practical guide to prose style ever written. Traditional style books give vague principles of correct usage, a list of writers to imitate, or at best an empirical list of words and expressions that are often misused. *Editor-Proof Your Writing* tells you which specific words to use and which not to use.

In just 21 steps, McNair teaches how to edit weak verb forms, strip away author intrusions, ban redundancies, eliminate meaningless phrases, correct passive-voice sentences, slash misused and overused words, and fix other writing mistakes.

Editor-Proof Your Writing doesn't present theory; it shows how to apply knowledge. McNair asks readers to use the first chapter of their manuscripts as a practice text. Each chapter introduces a step to defog writing and then asks the reader to try it out on his or her own work. As readers complete the exercises in *Editor-Proof Your Writing*, they can see how their writing visibly improves, and they get a finger-tip feel for how to make prose clear and lively.

The methods in *Editor-Proof Your Writing* have been field-tested and proven in McNair's successful career as a novelist, freelance editor and teacher of writing workshops. And McNair's many satisfied clients agree that his 21 steps to fog-free writing work.

A superb addition to any writer's toolkit, *Editor-Proof Your Writing* won't just make you a clearer and more grammatical writer; it will make you a *better* writer — more expressive, more entertaining and more likely to sell your work.

About the Author: A professional editor for more than 40 years, **Don McNair** has worked as a magazine editor, a senior account executive for a major PR firm, and an independent PR consultant. McNair is the author of three novels, three previous nonfiction books and countless feature articles for periodicals.

Book Details:

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About Don McNair

Author of *Editor-Proof Your Writing*



Don McNair spent his working life editing magazines (11 years), producing public relations materials for international PR firm Burson-Marsteller (six years), and heading his own marketing communications firm, McNair Marketing Communications (21 years). He has won three Golden Trumpets for best industrial relations programs from the Publicity Club of Chicago, a certificate of merit award for a quarterly magazine he wrote and produced, and the Public Relations Society of America's Silver Anvil.

McNair has written and placed hundreds of trade magazine articles and three published nonfiction how-to books. He's written six novels; two young-adult novels (*Attack of the Killer Prom Dresses* and *The Long Hunter*), three romantic suspense novels (*Mystery on Firefly Knob*, *Mystery at Magnolia Mansion*, and *Waiting for Backup!*), and a romantic comedy (*BJ, Milo, and the Hairdo from Heck*).

McNair, a member of Romance Writers of America, Mystery Writers of America, and the Editorial Freelancers Association, now concentrates on editing novels for others. He teaches two online editing classes. For more information on McNair's editing and teaching services, see his website, McNairEdits.com.



For more information on *Editor-Proof Your Writing* (Quill Driver Books, April 2013) or to arrange an interview with author **Don McNair**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com.

Praise for *Editor-Proof Your Writing*

“Don McNair’s *Editor-Proof Your Writing* is the perfect workshop-in-a-book for fiction writers, and a must-have for any beginner.”

—*New York Times* best-selling author **Dianna Love**

“McNair offers great editing tips that will be sure to strengthen your manuscript!”

—*USA Today* best-selling author **Cynthia Eden**

“All writers, seasoned or newbie, should read, absorb, and put to use the lessons Don McNair offers in *Editor-Proof Your Writing*.”

—*New York Journal of Books*

What writers say about Don McNair’s 21-step method for fog-free writing:

“Don, I have to take time out from editing my WIP to tell you how much I am enjoying your class. The information you give us is fabulous. I just counted the books I have purchased in the last twelve months dealing with writing. Twenty-seven! Twenty-seven books that have given me less usable information than your one class. Thank you. Thank you!”

—**Linda Cousine, Aliso Viejo, California**

“I loved the class. For years people told me my writing wasn’t clear, yet never explained why it wasn’t. Your class explained why. I rate the class a ‘ten.’”

—**Charlotte Summers, Dallas, Texas**

“Thank you so much for this class. I learned a ton that I can even use in my day job of writing marketing copy, so it was sort of a two-fer.”

—**Linda Fletcher, Novi, Michigan**

“This was the most detailed, spot-on, editing advice I’ve ever gotten, bar none. The lesson format conveyed a lot of information in a simple, elegant form. And you brought my attention to errors I was still making despite having taken other classes on the subject. I had no clue how many mistakes I was making. Once I picked my jaw up off the floor, I realized what a wake-up call you’d given me.”

—**Patricia Davis, Oakland, California**

“I LOVED this class. I wanted to let you know that this is, hands-down, the best class I’ve ever taken. It is immediately useful, and is taught logically and with enough examples that it is easy to see the problems in my own writing. Thank you so much for offering such a wonderful resource. I’m excited about looking at my WIP again! And, oh boy, can I see the difference after taking this class. Thank you!!!”

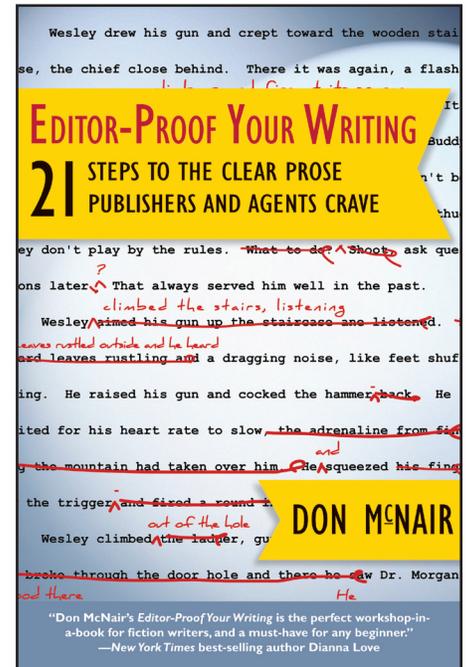
—**Suzy Short, Richmond, Virginia**

“I have mixed feelings about class ending tomorrow. I’ve learned so much, and I don’t want it to end! I started with a 105,600-word WIP, and have ‘de-fogged’ it down to 100,000. If this class went on much longer I might be sitting here with a short story, instead of the next great American novel!”

—**Capri Smith, Chesterfield, Virginia**

“Your lessons helped me tremendously! I’ve actually re-opened a channel with a publisher, and your lesson on author intrusion is what made it possible. You’re separating the men from the boys here, lemme tell ya. I have months of work ahead of me, but I can’t wait to dig in.”

—**Debbie Robbins, St. John’s, Newfoundland and Labrador, Canada**



“I used to make 30 passes trying to find the editing problems. Now, with your 21 Steps, I’m soooooo much more efficient. I can constantly refer back to examples to help me avoid each Step’s traps.”

—**Leslie Randall, Palo Alto, California**

“Your ‘21 Steps’ program is succinct, to the point, provides great examples and homework—it’s excellent all the way around. I liked that I could work at my own speed, and wasn’t inundated with 100 emails a day since my time is so limited. Thank you!”

—**Louise Behiel, Calgary, Alberta, Canada**

“I’ve learned boatloads in this course. The way your lessons communicate what to do and not do is very engaging, and your real-life examples bring it all home. Your teaching style is very effective, and I’m now applying a whole new lens to my writing. I’ve learned that the 200 pages I’ve written is just a working outline, and that those information dumps and backstories were my way of getting to know my characters. All that information was useful, but now won’t make it into the story.”

—**Melanie Martin, St. John’s, Newfoundland and Labrador, Canada**

“I just wanted to let you know that I’ve just sold *Catch Me a Catch*, the story we worked on in your class! This is my first novel, and I’d like to thank you for all the help and guidance that helped me get there.”

—**Sally Clements, Celbridge, County Kildare, Ireland**

“I learned a great deal. You presented solid solutions to universal writing problems, and I definitely found my money and my time well spent! This course could very well make the difference between success for me and struggling along with the same old problems, getting nowhere. It’s one thing to know what’s wrong and quite another to know how to fix it.”

—**Susan Granade, Mobile, Alabama**

“Thanks for a great class! I learned so many things that seem so obvious. I’ve read a lot of books on editing and writing, but this course showed the steps in a clear and concise way. You have given me direction and confidence in my editing process.”

—**Cici Edward, Chicago, Illinois**

“Don’s workshops are the best. His own writing is so CLEAN, a real pleasure to read. While some workshops are ‘about,’ Don’s is a ‘how-to.’ He shares very specific techniques to clean up your own writing and provides handouts and exercises to identify your own brand of ‘fog.’ My standard for online workshops is what I have to show after I’ve completed the class. I can promise that Don’s class is well worth your time and money.”

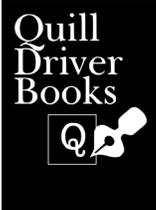
—**Rita Van Fleet, Mobile, Alabama**

“I printed out your lessons and read them at bedtime. I have already made several edits to my WIP based on the information in your lessons. I have taken several online writing classes, and this is one of my favorites. I like your style!”

—**Rita Garcia, Diamond Bar, California**

“I loved the course, and learned a lot about editing my own work. I edited the first 3 chapters of my WIP and they’re a lot tighter (and shorter). I liked the format, the assignments and being able to correct my work. Thanks for a great course that definitely improved my WIP and, hopefully, future books.”

—**Beverley Batema, Kelowna, British Columbia, Canada**



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