



RONNIE MOORE

The Finish Line On-Line™

On-Line Editing, Proofreading, and Writing Critiquing—When Your Message Has to be Right!

Why this service? Why now? There are fewer employees doing more work. Even if those employees are skillful in editing and proofreading (and they're generally not), they're tired, nonobjective, and busy. It's harder to get a job, keep a job, get a client, keep a client, get the contract, keep the contract. Whether it's a proposal, customer letter, or any other document that has a lot riding on it... money, work, contracts, your reputation, it's critical to ensure that those messages are easy to read, navigate, understand, use, and respond to. If not, if the reader burden is too high, or the document contains costly and embarrassing mistakes, you risk a lot....too much!

Just a few examples:
(There are many many more)

"I was contracted by a major corporation to help with the written and oral proposal efforts for an \$85 million government award. I was told that the reason for contracting me was the last contract my client lost. According to my client, when they requested feedback as to why they were not chosen, they were told **'your proposal was disorganized, hard to follow, and just too much work to get through!'** I was hired for the next proposal to make sure that didn't happen again. There was too much on the line!" —Ronnie Moore

In May, the sales manager sent the logistics for the October national sales meeting to hundreds of employees, vendors, and consultants. Everyone got busy scheduling the dates (October 7–9)

into their calendars. Travel was booked. A few weeks later, the sales manager noticed that the dates were wrong in the information sent. The conference dates were October 6–9! By the time it was all over, more than \$25,000 was paid in rebook fees and airline penalties. Not to mention the embarrassment and cost of losing credibility!

In a client letter, a sentence read:
Our team is not ready to make your deadline.

It should have read:
Our team is now ready to make your deadline.

How does The Finish Line On-Line™ work?

1. Send soft copy (or hard copy) to Moore Communications for editing (message intervention) or proofreading (finding mistakes, such as typos, punctuation, spelling, etc.) or both. You pick your tier of service. Or you can contract a couple of hours or more, depending on budget and we will spend that time giving you as much helpful feedback as possible. We will give you a fee range and turnaround time, based on the length and complexity of your document and the tier of service you seek.*
2. We do our work and get it to you by the appointed deadline.
3. You send out a clearer, more readable, impressive document with fewer mistakes. And, if one mistake, one problem, is found, isn't it worth it?

Why does the Finish Line On-Line™ work?

1. This service is performed by Ronnie Moore (or one of her trained associates, your choice). She's been a written and spoken communications speaker, trainer, consultant, and author for nearly 20 years. After more than 1200 audiences, years studying and applying Plain Language principles; countless articles; books, CDs, DVDs; and awards, she is considered one of the nation's most respected communications experts...a perfectionist and a prolific writer herself. For more information about Ronnie and her work, download her one sheet on the website.

"If it's really important; if it has to be right, it has to be Ronnie-reviewed. Ronnie has helped us take our documents and slide presentations to the next level. She also has the high-level skills needed to work with writers who speak and write English as a second language." —T. Gulbrandsen, TG Engineering and Consulting

2. It is geographically agnostic, done on line (unless you prefer hard copy), but you can be anywhere and we can help you. No travel time or costs to expend.
3. There are too many reasons to list here why we can't edit and proofread our own writing. There are many problems caused by wordy, disorganized, mistake-filled messages. Investing in The Finish Line On-Line™ will pay for itself many times over!

** Fees and turnaround times are quoted before contract with no obligation. Rush projects are accepted and generally incur an additional fee.*

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