

# Hire a Writer / Editor



**Are you looking for a writer or editor—  
someone to produce your publications or  
online content to professional standards?**

**See inside for details about what  
Magazine Makers can do for you...**

  
*Magazine Makers*  
(Words you will Love...)

0722-722275 / [magazines@professionalskenya.com](mailto:magazines@professionalskenya.com)

## ...➤ **Products**

At Magazine Makers, we specialize in production of the following editorial products:

- Annual reports
- Project proposals
- Books and compendia
- Magazines
- Newspapers and newsletters
- Flyers and brochures
- Editorial content for websites

What sets us apart is our commitment to quality: Our editorial products are well written, professionally presented and error-free. To contact us, see back page.

(We also offer general writing and proofreading services)

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### **Hot Tip**



To have a website that communicates professionally, remember to separate the function of design from the editorial function. Let web designers work on design, and writers / editors on textual content.

  
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## ...➤ Accuracy is key

We ensure accuracy in all these areas of your message:

1. **Grammar:** Important rules of the English language will be consistently followed;
2. **Punctuation:** Marks that divide your message into sentences and phrases will be precise;
3. **Style:** Sentences will be phrased in a manner that is captivating and up-to-the-minute;
4. **Structure:** Each thought will logically follow from the preceding thought;
5. **Content:** We work with field experts to ensure that the substance of your write-up is precise.  
(Ultimately, your message will “feel” professional)

### Hot Tip



Do not confuse a writer with an editor. A writer creates the initial content; he or she paints pictures with words. An editor then corrects and, where necessary, re-angles the material to prepare it for publication.

  
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## ...➤ **Why go professional?**

A message that is well written, professionally presented and free of errors offers you the following key benefits:

1. **Precise communication:** It says exactly what you want it to say; there is no ambiguity or confusion as to the intended meaning;
2. **Image enhancement:** A message that is professionally presented saves you embarrassment and easily lifts your image;
3. **Promotional accuracy:** Because your intended product positioning strategy is accurately depicted, you create the desired ideas in potential buyers, clients or customers.

(You will not lose business through miscommunication!)

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### **Contact Person**

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