Editing Samples

Lawrence Friedman

Content can be edited at different levels. Sometimes “light editing” is all that is needed. This generally entails fixing grammatical errors and making minor changes to improve clarity or readability.

Some documents require “heavy editing” for style, readability, clarity, tone, voice, flow, grammar, and accuracy. This can involve adding or deleting sections or moving sections around to improve the flow of a piece. At the extreme end, heavy editing can involve substantial rewriting.

Many documents require something in between. This is “medium” or “moderate” editing and is often what people have in mind when they give something to an editor. The idea is for the editor to improve the content without fundamentally rewriting the piece.

This document contains two editing samples from assignments I had at Fed Alliances LLC:

* A “light edit” of a short article.
* A “heavy edit” to repurpose an old white paper into fresh, SEO-friendly content.

If you are unable to see the edits (in red), please hit the “Enable Editing” button and turn on Track Changes in Word.

I can be reached at 703-326-0500 to discuss editing further.

Sample: LIGHT Copy Edit.

Assignment received Sept 2019 with the following note: “Can you give this a quick pass, tnx.”

**The Main Categories of Business Partners**

A diverse ecosystem of partners can help accelerate a technology company’s success. In this article, we will examine eight different types of business partners: Independent Software Vendors (ISVs), Value-Added Resellers (VARs), Resellers, System Integrators, Regional Integrators, Managed Service Providers (MSPs), Consultants, and Strategic Partners. Understanding the capabilities of each partner type can help you make informed decisions when building your partner network.

**Independent Software Vendors (ISVs)**

ISVs develop and sell software applications that run on various platforms and operating systems. These partners can complement a tech company’s product offerings by providing specialized applications or niche solutions that address specific market needs. Collaboration with ISVs can lead to the development of innovative, integrated solutions that drive customer satisfaction and create new revenue streams. Examples of ISVs: Adobe, Salesforce.

**Value-Added Resellers (VARs)**

VARs purchase a tech company’s products, add their own services or enhancements, and then resell the combined solution to end consumers. These partners typically have strong technical expertise and deep knowledge of their customers’ industries, allowing them to tailor solutions to specific customer requirements. By working with VARs, tech companies can benefit from increased market penetration, access to new market segments, and enhanced customer loyalty. Examples of VARs: CDW, Insight Enterprises.

**Resellers**

Resellers sell products without adding significant value or services, and primarily focus on distribution and sales. Resellers can help tech companies expand their market reach, reduce sales and marketing costs, and increase sales growth. Examples of Resellers: Tech Data, Ingram Micro.

**System Integrators**

System Integrators specialize in integrating technology components, including hardware, software, and networking solutions, to create a cohesive system that meets specific customer needs. They offer tech companies the opportunity to extend the functionality of their products by integrating them into complex, multi-vendor environments. By partnering with System Integrators, tech companies can enhance their value propositions and provide comprehensive, end-to-end solutions for their customers. Examples of System Integrators: Accenture, IBM Global Services.

**Regional Integrators**

Regional Integrators are similar to System Integrators but focus on serving specific geographic regions or markets. These partners have a deep understanding of local market dynamics and customer needs, which can help tech companies navigate the challenges of entering new markets. Collaborating with Regional Integrators can lead to improved localization of products, increased brand recognition, and access to regional customers that may have been previously untapped. Examples of Regional Integrators: Wipro (India), T-Systems (Germany).

**Managed Service Providers (MSPs)**

MSPs provide ongoing technology management and support services to customers, typically on a subscription basis. They help businesses maintain and optimize their IT infrastructure, including hardware, software, and network systems. By partnering with MSPs, tech companies can offer their customers a seamless, end-to-end experience that includes product implementation and long-term management. This can increase customer satisfaction, reduce churn, and create recurring revenue opportunities. Examples of MSPs: Rackspace, Capgemini.

**Consultants**

Consultants provide advice, guidance, and strategic planning services to businesses in various industries. Consultants can help identify market opportunities, assess technology trends, and develop strategies for growth and innovation. By partnering with consultants, tech companies can benefit from their expertise, market insights, and strategic thinking. Examples: McKinsey, Boston Consulting Group.

**Strategic Partners**

Strategic Partners engage in long-term, mutually beneficial collaborations. These partnerships often involve joint product development, co-marketing initiatives, or other collaborative efforts that create synergies between the two organizations. By partnering with strategic partners, tech companies can leverage complementary strengths, access new resources, and create innovative solutions that drive competitive advantage and market differentiation. Examples of strategic partnerships: Microsoft and SAP. Cisco and VMWare.

**Conclusion**

A diverse network of business partners can provide tech companies with a wide range of benefits, from increased market access and product innovation to improved consumer satisfaction. By understanding the characteristics of each partner type, companies can make informed decisions when building their partner ecosystem. As the tech landscape continues to evolve, building strong partnerships will remain a critical success factor for companies seeking to navigate the complexities of the market and achieve long-term success.

Sample: HEAVY copy edit (partial: two out of six pages).

Assignment received Nov 2019: “Here’s an old article on partner selection. It’s pretty dry. Can you repurpose/rewrite this as a content marketing piece. It’s too long, cut it down. Please do something with the boring title and headers. SEO keyword = business partner.”

**Choosing the Right Business Partners to Turbocharge Your Sales Growth**

Business partnerships are crucial for software companies seeking to expand their market reach, enhance their product offerings, and drive growth. But choosing the right partners can be challenging. This article will look at practical considerations for building a network of compatible, high-performing partners.

**Do Your Due Diligence Before Recruiting Business Partners**

When considering potential partners, it’s important to do your due diligence. You’ll want to look at a company’s organizational structure, size, growth potential, reputation, and a variety of key performance indicators (KPIs).

**Organizational structure**. Assessing a potential partner’s management team, operational hierarchy, and decision-making processes will give you insight into its ability to collaborate effectively and adapt to evolving market conditions. A well-organized partner with strong leadership and agile decision-making processes will be able to make a greater contribution to a partnership.

**Size and growth potential** are key factors in partner selection. Metrics such as revenue, sales growth, number of employees, and market share can help you understand the partner’s market position and growth trajectory. Partnering with a company that demonstrates consistent growth and has a robust market presence can significantly elevate your company’s success.

**Reputation.** Social proof, industry recognition and awards, customer testimonials, and case studies can provide valuable insight into the potential partner’s reputation and the quality of its products, services, and customer support.

**Key performance indicators (KPIs)** are critical data points that can help you assess a potential partner. Evaluating financial metrics like debt-to-equity ratio, net income, and cash flow can shed light on the organization’s financial strength and long-term viability. Customer satisfaction metrics such as customer satisfaction score, churn rate, retention rate, and Net Promoter Score (NPS) can reveal how well the potential partner meets its customers’ needs and expectations.

You’ll want to take a close look at the partner’s own partnering KPIs. These include measures such as partner-sourced revenue, partner-influenced revenue, number of partners, revenue per partner, and number of opportunities sourced or influenced by partners. A company with 2,000 partners and half its revenue from partner-based sales is much different than a company with ten partners and sporadic partner-based sales. Ideally, your business partners would be companies that are actively doing business with partners.

 **Do You and the Business Partner Have Shared Values?**

Beyond basic due diligence, shared values are crucial for partnering success and can make or break a partnership.

A tech partner who shares an organization’s commitment to diversity, inclusion, and its employees can participate in a collaborative, productive, and positive long-term relationship. On the other hand, if a partner has different values or priorities, it can lead to conflict and an unproductive collaboration. Likewise, if an organization values environmental sustainability, but its tech partner prioritizes cost-cutting measures, this misalignment can lead to ethical concerns, project delays, and reputational risk.

Partnering with companies that prioritize ethical values such as fair trade and social responsibility can help an organization reinforce its own commitment to these principles. This can enhance the organization’s reputation, attract customers, and lead to long-term growth. However, partnering with companies that do not share these values can damage an organization’s reputation and credibility, leading to lost business opportunities and reduced profitability.