

**lighthouse**  
**proofreading**



**Working together**  
**Services guide 2024.**

# Hey, I'm Lorraine

**Delivering information with a big impact is a big deal.**

**I specialise in proofreading reports and white papers for marketers, comms teams, B2B writers and even research institutes.**

I combine 20+ years of proofreading (seven in B2B) with an agency background, speech science degree and process-driven approach.

**I deliver expert focus to remove your hidden risks, and with a service as smooth as your copy.**



# Clients

A few fab companies I've helped.



Attentive, thorough  
and fabulous  
to deal with. A great  
communicator.

**Nicole Jones**  
**The Octopus Group**

# How I help

“

Lorraine has an understandable process and is a pleasure to work with.

**Amy Lee / Avery Dennison**

# Proofreading

It's not only reading and rules. It's not just right or wrong.

It's knowing efficient ways to search out common issues in your specific copy, transatlantic nuances, what *is* a stylistic choice and when *not* to make an amend.

I methodically follow my 5-stage BEAM process, tailored to suit your copy.

## Proofreading includes:

- **Language:** e.g. UK/US spelling, grammar, punctuation, omissions & duplications
- **Understanding:** e.g. ambiguous & confusing copy
- **Inconsistencies:** e.g. dashes, date format, quote/prime marks & currency
- **Style:** e.g. heading & bullet punctuation, contractions & abbreviations
- **Content:** e.g. footnotes, captions, annotations, cross references, charts & tables
- **URLs:** e.g. missing links, incorrect pages & 404 errors
- **Industry detail:** e.g. technical/scientific terminology & brand specifics
- **So many other issues you don't know are there...**

# PDF proofreading

## Copy and design, sitting in a tree.

Unexpected errors are introduced when copy is transferred into the artwork... Paragraphs are copied twice. Page design options affect page numbering. Words are lost off the end of a page. The designer trims the copy to fit a space (ouch!) and leaves a typo or two behind. I've seen all those and plenty more.

With writers, designers, project managers and layers of approval involved, it's easy to assume it's been thoroughly checked. But has it? Knock-on issues are costly.

## PDF proofreading includes:

- Everything in the full **proofread >>**
- **Typographic inconsistencies:** e.g. font style, size, colour & spacing
- **Design inconsistencies:** e.g. text & graphic alignment, line spacing & pull quotes
- **Visuals:** e.g. placeholder images, watermarks & infographics

# How it works

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Asks the right questions and delivers work on time without fuss.

**Jacqueline Wilson / King Campbell & Friends**

# Annotating your copy

I mark up your copy in plain English.

## ⚡ Word

- Tracked changes
- Comment bubbles

## ⚡ Adobe PDF

- Annotation tools
- Sticky notes

## ⚡ G Docs

- Tracked suggestions
- Comment bubbles

## ⚡ PowerPoint

- Slides edited directly
- Amendments shown via the Compare tool

**There'll be a few queries...**

I'll batch up and email over any overarching queries for you to confirm how you'd like me to move forwards. Specific queries are flagged in the text.



# Smooth process

## 1. Plan

We'll agree a date to book in your project.

## 2. Paperwork

Being organised is fun! I'll send you the Statement of Work and booking contract to sign, then issue the booking fee invoice.

## 3. Payment

Once the booking fee has been received, I'll confirm your project dates in my schedule.

## 4. Proofread

Email me your files. Was an editorial style guide used to write the copy? Send that too!

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Lorraine hasn't even done any work yet and I'm already impressed.

Never has paperwork and paying money been such a seamless pleasure.

**Ros Gray**  
**Be the Business**

# No surprises

## What to expect when we team up.

**Lead time:** My capacity varies. Get in touch as soon as you know you need support and I'll check my availability. If time's tight, there's an out-of-hours fee.

**Service:** One juicy proof! If you'd like it proofed again after you've made your changes, let me know and we'll discuss how best to approach a second proof.

**Turnaround:** I don't rush. I don't do risky. (Blame high standards.) I'll give you a realistic timescale based on your requirements and my availability.

**Booking contract:** I issue a Statement of Work with T&Cs and a booking contract for signing. I like it to be clear for us both. [Take a squizz at the T&Cs >>](#)

**Booking fee:** A non-refundable booking fee secures your project dates:

- **Projects up to £500:** 100% in advance
- **Projects over £500:** 50% in advance

**Confirmation:** Your project dates are confirmed in my schedule once your signed booking contract and booking fee have been received.

# How I quote

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Lorraine's impeccable attention to detail pays for itself.

**Sam Charles / Float Digital**

# Your quote

## Remove the risks and retain your reputation.

I need to know a few key things to understand how I can best help you with your project. I tailor each quote to your specific requirements.

### Send me these details:

- **Word count:** What's the word count of each document?
- **Format:** Is it Word, G Doc or artworked PDF?
- **Urgency:** When will it be ready to proof and when do you need it back by?
- **English:** Is it UK or US spelling?
- **Style guide:** Is there an editorial style guide I can use to clarify queries?
- **A sample:** Ideally the final version or most recent draft.

I'll help you save money (and face) by removing the unintentional errors that distract readers from your point and cause your stakeholders to question your claims.

# Guide prices

## Specialist proofreading from £300.

Below are some of the most common projects I work on. Their guide prices give you an idea of the investment for expert proofreading.

Every project is different, so I'll confirm a fixed quote for each project brief.

Example project	Size	Word (copy only)	PDF (copy + artwork)
Scientific research review	120k words	£12k	N/A
Annual / investor report	50k words	£5k	£7k
Impact / sustainability / trends report	20k words	£2k	£3k
White paper / discussion paper	5k words	£500	£700
Industry guide	4k words	£400	£550
	Minimum fee	£300	£300

# Your next step

## Copy you can count on.

Let me know if you have a project in mind, you're ready to book or have any queries.

**It'd be fab to team up with you!**

## Get in touch.

Lorraine Williams

Lighthouse Proofreading

e: [lorraine@lighthouseproofreading.co.uk](mailto:lorraine@lighthouseproofreading.co.uk)

w: [www.lighthouseproofreading.co.uk](http://www.lighthouseproofreading.co.uk)

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Responsive, reliable, and her meticulous approach is truly commendable.

**Charla Symons**  
**Agile Communications Agency**