



K. M.  
Wade

“  
*Thank you so much for your help Kelly. You're an amazing writer and editor and your suggestions were so on point.*  
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**Client:** A Principal Solicitor

**Project:** A journal article about dangerous dog laws

**Objective:** Publish the article in the ACT Law Society's journal

## Client Specifications

The client wanted me to provide editing suggestions to help her convey her messages. She had previously submitted the article to another publication but it was rejected so she wanted advice that would help her turn the piece into an article that the ACT Law Society would accept for publication in its journal.

## Business Challenge

The client was an experienced lawyer with a good argument to make. She wasn't experienced in writing journal articles, however, and was unsure of how to structure an article. She also overestimated the value of one-off personal observations and underestimated the value of references. By the time she came to me for help, there were less than 48h left before the submission deadline.

## Solution

- Explain the basics and benefits of a narrative structure and suggest how the existing content could be rearranged to fit within said structure
- Explain the value of stating the crux of the article's argument upfront and suggest wording that would convey this succinctly and with maximum impact
- Highlight areas of the article that would most benefit from references to literature or other experts in the field
- Suggest stronger wording for the article's conclusion that would improve its impact
- Highlight areas of the article that need clarification
- Suggest content that could be removed because it either doesn't contribute to the argument or it weakens the article
- Report on spelling and grammar mistakes that could weaken the article
- Prioritise the suggested edits to enable the client to determine what she could accomplish within the limited timeframe

## Performance

Not only was the article accepted for publication, it also made the front cover.