

What Can Combining Great Copywriting With Creativity Do For Your Business? **Something Amazing.**

Proofreader's Marks

Instruction	Mark in Margin	Mark on Proof	Corrected Type
General			
delete		delete the the word	delete the word
close up; delete space		close the g ap	close the gap
insert indicated material	missing	the [^] word	the missing word
let it stand	stet	no problem here	no problem here
spell out	sp	San Diego, CA	San Diego, California
new paragraph		...start of the trip. Finally, we...	...start of the trip. Finally, we...
transpose	tr	painted the red town	painted the town red
move left		move left	move left
move right		move right	move right
move down		move down	move down
move up		move up	move up
align		line up here	line up here
insert space	#	too [^] close	too close
Punctuation			
period		The end [^]	The end.
comma		planes [^] , trains and automobiles	planes, trains and automobiles
hyphen	-	full [^] color brochure	full-color brochure
en dash		2000 [^] ,2004	2000–2004
em dash		Now [^] at last!	Now—at last!
colon		the following list [^]	the following list:
semicolon	;	Tom walked [^] , John ran.	Tom walked; John ran.
apostrophe	'	Joe's ^v house	Joe's house
double quotations marks	"	he said ^v no ^v	he said "no"
single quotation marks	'	she said "Joe said ^v no ^v "	she said "Joe said 'no'"
parentheses	(/)	attach the zipper figure 12 ^v	attach the zipper (figure 12)
brackets	£/£	"They ^v the fans ^v overreacted."	"They [the fans] overreacted."
asterisk	*	word ^v	word*
backslash	/	he/she	he/she
three ellipses	· · ·	more [^] words	more... words
four ellipses	· · · ·	more words [^]	more words....
Style			
uppercase	uc	<u>capital</u> letters	Capital Letters
lowercase	lc	l owercase	lowercase
small capitals	sc	<u>Small Capitals</u>	SMALL CAPITALS
italic	ital	<u>Fashion</u> magazine	<i>Fashion</i> magazine
roman	rom	<u>fancy</u> words	fancy words
boldface	bold	<u>bold</u> type	bold type
wrong font	wf	the <u>rain</u> fell	the rain fell

Michele Pariza Wacek owns Creative Concepts and Copywriting, a writing, marketing and creativity agency. She offers two free e-newsletters that help subscribers combine their creativity with hard-hitting marketing and copywriting principles to become more successful at attracting new clients, selling products and services and boosting business. She can be reached at www.writingusa.com. Copyright 2004 Michele Pariza Wacek.

