



## CASE STUDY

The Hired Pens Cuts Proofreading Costs in Half  
and Meets Tightest of Deadlines for Copy with  
Proof-Reading.com



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### + The Hired Pens

For Anna Goldsmith and Dan Sullivan, co-founders of The Hired Pens, it's all about stamping out boring, soulless "corporate speak" and injecting new life into clients' marketing collateral.

The Boston-based company brings to clients nearly a decade of experience creating award-winning print content for such corporations as American Express, FedEx, Microsoft, Sony, Stride Rite, and others. Work ranges from Web sites to speeches, brochures, catalogs, newsletters, and fundraising appeals.

"As principals of The Hired Pens, Dan and I are not only charged with managing and executing the work, but also with making sure it is done right," says Goldsmith. "That means making sure there are no avoidable typographical and grammatical errors. So we need a proofreading partner we can count on to get it right and meet tight deadlines."

**Proof-Reading.com** is that partner.

### + Writers Need Text Editing

"You simply cannot proof your own work. Each of us is far too close to the product," says Goldsmith. "One of the biggest issues we face is people assume that if you are a copywriter you are also a proofreader. They are two very different skills," she says.

Goldsmith recognized the need for professional proofreading years ago, and originally hired freelance proofreaders. However, the nature of the work often required proofreading at a moment's notice—and freelancers were not always available.

That made scheduling difficult. In addition, freelancers are costly. "I was paying them two to four times what I pay Proof-Reading.com," says Goldsmith.

Two years ago, Goldsmith decided to look for a professional proofreading service. "I did a Google search," she says. "I selected Proof-Reading.com because they were the only company that didn't have typos on their site! Seriously."



The  
Hired  
Pens

### Key Challenges

- Finding available editors at a moment's notice
- Providing quick turnaround • Reining in proofreading costs

### Solution Summary

When written materials are your product, error-free copy is essential. Proof-Reading.com provides this key ingredient. It makes it possible for The Hired Pens to meet the tightest of client deadlines with "perfect" copies.

### Industry

Marketing and Advertising

### Results

- Proofreading costs cut by more than half
- Ability to deliver clean documents on the tightest of deadlines, giving the company a competitive advantage

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**Anna Goldsmith, Co-Founder  
The Hired Pens**

## + Professional Proofreading Services Are Focused

“Proofreading can be a challenge,” notes Goldsmith. “Writers’ words are locked in their heads, and when they proof their own work, they often read the content as they intended to write it, instead of how it actually exists on the page.” According to Goldsmith, a professional proofreading service can spot errors the writer may never see.

Typographical or grammatical errors can cause more than embarrassment—they can cause harm. Typos or grammar errors cause retailers to suffer sales losses, companies to lose investors, employers to face lawsuits, and businesses to incur costly reprints of printed materials. A proofreader’s only mission is to hunt down and correct errors.

“We fully rely on Proof-Reading.com to root out any embarrassing errors that our clients would spot before we would,” says Goldsmith. “They are one of our most valuable resources.” In fact, every client contract states that the material produced by The Hired Pens has been professionally proofread.



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**Anna Goldsmith, Co-Founder  
The Hired Pens**

## + About Proof Reading, LLC

Proof-Reading.com was established to provide high-quality business document proofreading and editing services, utilizing the convenience of the Internet. Proof-Reading.com is located in the heart of San Francisco's Financial District, providing proofreading and editing services to businesses and individuals. Proof-Reading.com has a professional editing staff that provides high-impact results and quick return times.

Visit us at [www.Proof-Reading.com](http://www.Proof-Reading.com) or call us at **866.4Editor** for more information.



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