

{ proof ink }

drawing the line between **good** writing and **great** writing.

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ABSTRACT

First impressions are pertinent to success. How you present yourself depends a great amount on your abilities to write. It is hard to read through your own writing with a critical eye, and sometimes the rules of English grammar can be easily disregarded or forgotten when your main focus is the content of your piece. This could leave you with mistakes that could make or break your piece. This is where Proof Ink steps in. Proof Ink is here to provide you with a simple solution to your editing needs. Whether you'd like a brief edit or an extensive edit, Proof Ink is flexible and will aid in refining your documents to the degree you desire and is easily accessible on the Internet at ProofInk.com. Currently at the beginning stages of the start-up process, Proof Ink will be up and running by the end of the year. It will be drawing the line between good writing and great writing in no time.

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THE BUSINESS

VISION

Within the next year, Proof Ink.com will grow into a successful proofreading and copywriting business offering revision of any written documents including but not limited to résumés, cover letters, portfolios, journalistic articles, and essays. Proof Ink will provide customers with personal attention and a detail-oriented eye for errors.

MISSION

Drawing the line between good writing and great writing.

DESCRIPTION

Here you are. You have piles of letters bunched together to form words. You know what you are trying to say, but will your audience? What is this piece going to say about you as a person? Is that a fragmented statement? Does this word even mean what you think it means?

Your piece needs to be completed by noon tomorrow. You have the content all written, but is it ready? The pressure is on. Before you surrender to the deadline, just sit back and relax— maybe even take a little nap.

Seriously.

Proof Ink will take it from here. That's all it takes to improve your persona with concise and mistake-free writing.

What makes Proof Ink stand out from the crowd is the individualized service you will receive. You can send your documents through e-mail, choose the degree to which you'd like it revised, and have it returned to you, virtually, whenever you choose! Proof Ink will even revise the format of your piece, whether it is in MLA, APA, Chicago, or any other style. With a vast knowledge of English grammar rules and linguistic experience, the editor of your document will be happy to provide you with useful feedback.

Proof Ink is your stress reliever.

MARKETING

MARKET

Target

The main market consists of college students from the age of 19 to 28, both undergraduate and graduate, with disposable incomes. These are all people with access and knowledge of the Internet, and an urgent need for another set of eyes to look at their written work.

Segments

Businesses, freelance writers, and bloggers would benefit from the services of Proof Ink as well. Learners of English as a second language are quite a large segment of possible customers too. English grammar and spelling can be ambiguous and difficult to pick up, so non-native speakers could really use some extra help in revising important written documents.

COMPETITION

Direct

When searching for the word "Editor" on Google, there are 361,000,000 hits. On the right side of the screen, under *Sponsored Links* there are plenty of services listed. *EditAvenue.com*, *CanYouProofThis.com*, and *EditMyEnglish.com* are just a few editing web sites out there. There are also many freelance writers and editors on the World Wide Web made available through web sites such as, *ELance.com* and *Craigslist.org*. *ELance* allows freelancers to compete for jobs through auctions where they can bid on projects they find desirable. Each jobseeker has a profile, much like a jobseeker on *Craig's List* might have, but previous employers can rate them and give feedback on their work for others to see.

There are also these local Grand Rapids businesses, most of which do not have web sites:

- Action Resumes & Pro Writing
- Mike Ghering Voice & Writing
- Judy Tremore Business Writing
- Alpha 2 Omega Writing Services
- Heivand & Wallace / Writing Consultants
- Resume Writing Services
- Writing Right
- Lacey Gold's Writing Services

Indirect

Colleges are very dedicated to having successful graduates, and have many career resources available to them. College writing centers and professors are also usually available to students, and help to give feedback, but do not necessarily help in the actual editing process.

POTENTIAL

The writing and editing industry has become one of pure competition with the introduction of the Internet. The industry allows for so many writers and editors, because there is a high demand for them. Every individual and business has to produce numbers of different written documents throughout their lifetime. This calls for different types of writers and editors with different skills in specific areas of writing.

Entering the editing industry is very simple. Literally anyone can do it if they have access to the Internet. The hard part is getting noticed and finding clients. This is where marketing and advertising becomes crucial in the success of the company.

RESEARCH RESULTS

Analysis

College students definitely have more opportunities for hindering writing errors. According to research, about 90% of the target market is likely to use a proofreader, and 55% would be willing to pay for a professional one. Depending on the urgency, the people in the target market would pay up to \$100 to have one document edited and returned to them within the same day.

Feedback

"Writing is very important. Not just in the field I've chosen, but for personal facets of my life as well."

"The more eyes on your paper, the better."

"It is great that this can all be done online."

"The colors [red and black] are great."

"The choice of the degree of service is awesome. I like to be in control of my work, but still get feedback."

"I can't afford to risk little mistakes in my writing. I just wouldn't feel confident without a proofreader."

"I would definitely send my documents to Proof Ink. The colors and the name are inviting, and it is exactly what I'd expect a proofreading company to look be."

IMAGE

Proof Ink is professional and knowledgeable, and ready to go the extra mile for the customer. We are here to help make sense of things when the pressure is on.

Affect or effect?

Anyways or anyway?

To or too?

Good or well?

Farther or further?

Each other or one another?

Complement or compliment?

Is acrossed a word?

Who or whom?

Is this a picture of my friend and I or my friend and me?

DON'T WORRY ABOUT IT.

PROOF INK WILL HANDLE IT.

MEDIA

The key to success for this editing business is the strenuous marketing and advertising our services. Proof Ink bookmarks will be placed in local coffee shops, bookstores, businesses, and colleges for distribution to the public to get the word out. In this manner, Proof Ink will be starting off as a local business, but will eventually grow into a nationwide enterprise. It will be important to add keywords through Google, and to find relevant affiliate sites for effective advertising.

EXPECTED SALES

The sales of Proof Ink will fluctuate depending on the time of year. They will most likely be up during the end in the college semesters, but remain pretty steady throughout the rest of the school year. Proof Ink will most likely bring in about \$1,000 per month for the first year or two, and eventually grow to \$5,000 per month. The possibilities are truly endless because there is a big demand for this service, and Proof Ink will be taken to the forefront of the industry by intensive advertising and marketing. On average, 25 customers will be needed per month to keep the business afloat, dependent on the size of the documents and the degree of editing desired.

MANAGEMENT

QUALIFICATIONS

I am Sunday Matousek, and as the sole proprietor of Proof Ink I have a lot to offer. I am in the process of obtaining my Bachelors Degree in Writing, with an emphasis on professional writing. I am president and Editor-in-Chief of Grand Valley State University's professional writing gallery. I have an eye for detail and pay considerable amounts of attention to the technical side of everything I read and write. I have a realistic view of the world and try to make sure that I understand the nature of things before I jump into them. I have an innate ability and fervor to fix grammar problems all over the country and help people succeed.

FINANCE

COSTS

Start-up

The initial cost will be somewhere around \$5,000 basically for rigorous advertising and hiring a computer programmer for the launch of the Proof Ink web site.

Annual Costs

Office Supplies (Office Depot)

Paper (15 boxes) \$33.99
Black Pens (3 boxes) \$19.47

Red Pens (5 boxes) \$10.95
Ink (3) \$116.97
File folders (15 boxes of 100) \$101.85
Hanging folders (20 boxes of 25) \$129.80

TOTAL = \$888.89

Phone Charges (Comcast Business Class- Phone and Internet)

\$99 - \$150 per month

TOTAL = Starting at \$1,200.00

Web Hosting (FatCow.com)

\$10 per month

TOTAL = \$1,200.00

Advertising

TOTAL = About \$700.00

COMBINED TOTAL PER YEAR = Around \$4,000

Sources

The bank will most likely be the main provider of funds for this venture, however I have already put my own money into this project and will continue to do so as needed.

PROCESS

DELIVERY

1. The client will send original document to Proof Ink via e-mail.
2. Consultation with the client will begin over e-mail: his or her expectations will be determined, and the editing extent, turnover rate, and cost will be discussed.
3. The client will then send the complete payment if the project is small and rated per page, or a deposit if the project is large and rated per hour. This will be done either by credit card or through Pay Pal.

4. Two documents will be returned to the client by the desired date:

- a. Finalized, formatted copy
- b. Scanned PDF of original document with markings and feedback

CUSTOMER COST

Rates

	Word Count	Proof-read	Minor Edit	Extensive Edit
Category 1:	1,000 or less	\$7	\$10	\$25
Category 2:	1,001-2,000	\$15	\$20	\$50
Category 3:	2,001 and up	\$25*	\$30*	\$75*

*Per hour, \$10 per additional hour

Urgency

- Category 1: Same day- \$5
Next day- Free
- Category 2: Next day- \$5
2 days- \$2
3 days- Free
- Category 3: To be determined

OBJECTIVE

THE NEXT STEPS

In the next three months I will need to apply for a business loan to help with the costs of the start-up. The web site will need to be finished, and a marketing plan will be put together and set in place.

In a year, Proof Ink will have loyal customers. They will experience a lift in their self-confidence. With the continual success of this editing business will come the success of others.

SUNDAY MATOUSEK

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OBJECTIVE

Obtain a position to provide reliable editorial support, by giving meticulous attention to details and putting my knowledge of the English language to use.

EDUCATION

Bachelor of Arts, Grand Valley State University, expected May 2010
Major: Writing (emphasis on Professional Writing)
Minor: Entrepreneurship
GPA: 3.5/4.0

EXPERIENCE

Instructor ANA Sports	September – Present
Office Assistant AAA Sling & Industrial Supply	August 2008 – Present
Customer Service Representative JC Penney, Rivertown Crossings Mall	March 2006 – January 2007

ACTIVITIES

Editor-in-Chief/President – Vinette GVSU Professional Writing Gallery	September 2007 – Present
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SKILLS

Written communication	Grammatical knowledge
Summarizing and analyzing information	Eye for detail
Adaptability	Multi-tasking
Working under deadlines	Organization

SOFTWARE

Adobe InDesign CS3	Microsoft Word
Dreamweaver	Microsoft PowerPoint

REFERENCES

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