HOW TO PROOF YOUR WORK
(FROM A WRITER WHO HATES PROOFING)
• 5 years of experience in writing content
• Worked with brands including the Montenegro Tourist Board, Tapi Carpets, Ocado, and Monaco Yacht Show.
“I HATE PROOFING”

ME, PROBABLY TODAY
4 TRUTHS TO MAKE PROOFING BEARABLE
TRUTH #1

IT DOESN'T TAKE AS LONG AS YOU THINK
SOME QUICK MATHS
400 Words Per Minute

1000 Word Blog in 2.5 Minutes
10x LONGER TO PROOF

1000 WORD BLOG IN 25 MINUTES
TRUTH #2

THERE ARE TOOLS THAT DO (SOME OF) THE WORK FOR YOU
MY TOP RECS

1. YOUR CONTENT TEAM

2. GRAMMARLY

3. BIONIC READING EXTENSION
TRUTH #3

YOU WILL GET WORD-BLIND AND NEED TO TAP OUT
WHY?

1. YOUR WORK IS TOO FAMILIAR

2. YOU MIGHT BE TIRED

3. YOU ARE BIASED
Stop it.
TIME YOUR PROOFING

- ONE HOUR AFTER
- ONE DAY AFTER
- ONE WEEK AFTER
TRUTH #4
PROOFING IS A NECESSARY EVIL
ACCEPT THAT THE FIRST 10 MINUTES OF ANY TASK WILL ALWAYS SUCK
ACCEPT THESE FOUR TRUTHS

USE CHOCOLATE TO KEEP YOU GOING

PROOFING IS DONE IN NO TIME
ANY QUESTIONS?

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