



Editor Group

Make every word count

Editorial Services

*Expert writing, editing, proofreading, online strategy
and video production services.*



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Editor Group provides expert writing, editing, proofreading, video production and training services. Since 1998, we have been helping clients in Australia and around the world to grow sales, build brands, reach investors and enhance reputations.

ADVISE

We help clients develop messages and the strategies to deliver them to target audiences.

CREATE

Our expert writers, editors and producers deliver a diverse range of quality material.

PERFECT

Proofreading and substantive editing are core competencies at Editor Group.

TRAIN

We provide lasting benefits by improving your writing, editing or proofreading skills.



Editorial Services

Editor Group works closely with clients to produce high-quality written and multimedia material, including: **ad copy, annual reports, books, brochures, case studies, interviews, letters, media releases, magazines, manuals, newsletters, op eds, podcasts, proposals, prospectuses, reports, speeches, tenders, websites and white papers.**

We understand your business and markets. This means our team can work quickly, get material right the first time and offer well-informed advice.

- **Writing:** our writers create new material based on background material, research, interviews or attendance at events.
- **Editing:** we rewrite and restructure copy to make it logical, easy to read and succinct. We also create style guides.
- **Proofreading:** our proofreaders ensure that your final documents are flawless.
- **Online strategy:** let us improve or create websites, feeds and other assets. Our Web Optimisation includes SEO and SMO.
- **Video production:** end-to-end creation of video case studies and interviews, driven by our former journalists and integrated with our writing services.

Business Writing Training

Whatever you're writing or editing, the ability to craft and deliver compelling messages will be vital to your success.

Our comprehensive range of business writing and proofreading courses will lift skills at your organisation, and meet staff development and retention objectives.

Editor Group's courses include:

- **Writing 1**
Effective Writing for Everyone
- **Writing 2**
Powerful Writing for Professionals
- **Writing 3**
Inspiring Writing for Leaders
- **Proofreading**
How to Eliminate Errors
- **Internal Communications**
Writing to Inform and Engage
- **Web Content that Works**
- **Write Like Obama®**
Learn from the President's writing

We also provide customised short courses, workshops and one-on-one coaching.

About Us

Editor Group was founded in 1998 by Grant Butler, a former senior journalist with *The Australian Financial Review*.

We now employ a team of expert writers, editors and trainers with deep backgrounds in corporate communications, journalism, business development and marketing.

We focus on meeting the needs of business and government clients and have worked with many leading organisations, including:

American Express, Australian Securities and Investments Commission (ASIC), AMP, Austrade, BT Financial Group, Cisco, Commonwealth Bank, Dell, EMC, John Holland, Gartner, Gilbert + Tobin Lawyers, Hudson, Goodman, Lend Lease, Optus, PricewaterhouseCoopers, RailCorp, Tourism Australia and Westfield.

Editor Group gives writing training for the Public Relations Institute of Australia; publishes *PSF Journal* in partnership with the Asia-Pacific Professional Services Marketing Association; and proudly sponsors the Sydney Writers' Festival.

"I have always been really happy with Editor Group's work. They never disappoint."

Helen Forde, Catholic Healthcare Limited