



COMMUNICATING WITH CLIENTS 101

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COURSE OUTLINE

Online Description

Have you received an email from a client and had *no idea* how to respond? Maybe you typed a response and wondered if you should even send it. Perhaps you need a little help to figure out how to make comments in the manuscript or how to tell a client they need more work on the manuscript before it's ready for an edit. You may not think too much about this part of the job, but communication is a critical piece. It keeps clients engaged, makes them appreciate you more, encourages them to recommend you to others, and brings them back with more projects.

This course is highly interactive with students communicating back and forth as clients and editors. It covers communication basics, tips, and goals; communication before, during, and after an edit; and how to deal with client issues.

Course Note

Because this course is highly interactive, students are encouraged to do the lessons each week. All assignments are due by Friday of that week to have the most group interaction. Assignments not sent to the loop by Friday may not be eligible for instructor feedback.

Lesson 1

- Methods of communication
- Communication basics
- Email tips
- Final goals

Lesson 2

- Freelance communication
- Before the edit
- During the edit
- After the edit
- Dealing with issues

Lesson 3

- Communication during the edit
- Understanding client needs
- Manuscript changes and comments
- Teaching during the edit
- Changes in the process
- Editing issues

Lesson 4

- Types of clients and how to relate to them
- Communication archives
- Conclusion