



COMMUNICATING WITH CLIENTS 101

Instructor: Jenne Acevedo

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.

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