

What Can Combining Great Copywriting With Creativity Do For Your Business? **Something Amazing.**

## Proofreader's Marks

Instruction	Mark in Margin	Mark on Proof	Corrected Type
<b>General</b>			
delete		delete the <del>the</del> word	delete the word
close up; delete space		close the <del>g</del> ap	close the gap
insert indicated material	missing	the <sup>^</sup> word	the missing word
let it stand	stet	no <del>problem</del> here	no problem here
spell out	sp	San Diego, CA	San Diego, California
new paragraph		...start of the trip. Finally, we...	...start of the trip. Finally, we...
transpose	tr	painted the <del>red</del> <u>town</u>	painted the town red
move left		<u>l</u> move left	move left
move right		m <u>o</u> ve right	move right
move down		<u>move</u> down	move down
move up		<u>move</u> up	move up
align		<u>  </u> line up here	line up here
insert space	#	too <u>^</u> close	too close
<b>Punctuation</b>			
period		The end <sup>^</sup>	The end.
comma		planes <sup>^</sup> , trains and automobiles	planes, trains and automobiles
hyphen	-	full <sup>^</sup> color brochure	full-color brochure
en dash		2000 <sup>^</sup> ,2004	2000–2004
em dash		Now <sup>^</sup> at last!	Now—at last!
colon		the following list <sup>^</sup>	the following list:
semicolon	;	Tom walked <sup>^</sup> , John ran.	Tom walked; John ran.
apostrophe	'	Joe's <sup>v</sup> house	Joe's house
double quotations marks	"	he said <sup>v</sup> "no" <sup>v</sup>	he said "no"
single quotation marks	'	she said "Joe said <sup>v</sup> 'no' <sup>v</sup> "	she said "Joe said 'no'"
parentheses	(/)	attach the zipper figure 12 <sup>v</sup>	attach the zipper (figure 12)
brackets	£/£	"They <sup>v</sup> the fans <sup>v</sup> overreacted." <sup>v</sup>	"They [the fans] overreacted."
asterisk	*	word <sup>v</sup>	word*
backslash	/	he <sup>v</sup> /she	he/she
three ellipses	· · ·	more <sup>^</sup> words	more... words
four ellipses	· · · ·	more words <sup>^</sup>	more words....
<b>Style</b>			
uppercase	uc	<u>capital</u> letters	Capital Letters
lowercase	lc	<u>l</u> owercase	lowercase
small capitals	sc	<u>S</u> mall Capitals	SMALL CAPITALS
italic	ital	<u>F</u> ashion magazine	<i>Fashion</i> magazine
roman	rom	<u>f</u> ancy words	fancy words
boldface	bold	<u>b</u> old type	<b>bold</b> type
wrong font	wf	the <u>r</u> ain fell	the rain fell

Michele Pariza Wacek owns Creative Concepts and Copywriting, a writing, marketing and creativity agency. She offers two free e-newsletters that help subscribers combine their creativity with hard-hitting marketing and copywriting principles to become more successful at attracting new clients, selling products and services and boosting business. She can be reached at [www.writingusa.com](http://www.writingusa.com). Copyright 2004 Michele Pariza Wacek.

