

Michael Edits Portfolio

Professional Proofreading & Editing Since 1991

Clearer. Stronger. More professional writing—without losing your voice.

For more than three decades, I've helped publishers, businesses, ghostwriters, and authors produce writing that is clear, accurate, and impossible to misunderstand. I proofread every document thoroughly while also suggesting edits that improve clarity, readability, and flow—all while preserving the author's unique voice.

Specialties

- Books
- Business documents
- Magazine articles
- Ghostwritten manuscripts
- Marketing copy
- Professional correspondence
- Website content

What I Deliver

Every project receives:

- Comprehensive proofreading
- Clarity editing
- Grammar correction
- Punctuation correction
- Spelling correction
- Consistency checks
- Style improvements
- Readability enhancements

I don't separate proofreading from editing.

If I see something that can make your writing stronger, I'll point it out.

Track Changes allows you to accept or reject every suggestion. Editing should be a partnership—not a takeover.

Experience

35+ Years of Professional Editing

Since 1991

Long-Term Clients Include

- Publishers
- Business owners
- Ghostwriters
- Magazine editors
- Authors
- Leadership consultants
- Nonprofit organizations

Trusted By

- Cigar Snob Magazine
 - PropLIBRARY / CapturePlanning.com
 - Multiple independent publishers
 - Erin Donley Communications
 - Shine Press
 - Business Oasis Publishing
 - Numerous bestselling and first-time authors
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Selected Projects

Magazine Publishing

Cigar Snob Magazine

Editing magazine copy since 2008, often under extremely tight publication deadlines while maintaining consistency and accuracy.

Government Contracting

CapturePlanning.com / PropLIBRARY

Reviewed nearly **one million words** of proposal and training content since 2006.

Book Publishing

Edited and proofread manuscripts covering:

- Leadership
 - Business
 - Personal growth
 - Memoirs
 - Aviation
 - Activism
 - Fiction
 - Nonfiction
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My Editing Philosophy

“The biggest problem in communication is the illusion that it has taken place.”

When you read your own writing, you naturally see what you intended to say.

I read what is actually on the page.

Good editing doesn't change your voice.

It makes it easier to hear.

What Clients Say

“My secret weapon.”

Derek Lewis, Business Book Ghostwriter

“Impressively quick, impressively accurate, and impressively savvy. Michael is my secret weapon.”

“Kept us from looking stupid countless times.”

Carl Dickson

Publisher, PropLIBRARY & Capture Planning

“He has reviewed close to a million words of content for us... He has kept us from looking stupid countless times.”

“An asset to our publication.”

Erik Calviño

Publisher, Cigar Snob Magazine

“His response times, accuracy, and adaptability... have been his strengths.”

“Peace of mind.”

Erin Donley

Publisher & Ghostwriter

“Knowing Michael is on my team gives me confidence and peace of mind.”

“Saved me and my reputation.”

Brenda E. Robinson

“I don’t send out important documents, emails, or a whole book without going through him first.”

“Outstanding.”

Allison Clarke

“He consistently caught errors that others had missed.”

Why Clients Keep Coming Back

- Professional editing since 1991
- Usually less than a 48-hour turnaround
- 2¢ per word
- Track Changes collaboration
- Google Docs or Microsoft Word
- No complicated pricing tiers
- Satisfaction guarantee

If you're not satisfied, don't pay me.

Editing Principles

Every document should be:

- Clear
 - Simple
 - Easy to understand
 - Impossible to misunderstand
 - Error-free
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Frequently Asked Questions

Do you only proofread?

No.

I proofread every document, but I also improve clarity, consistency, and readability whenever appropriate.

Will you rewrite my work?

Only when necessary to improve communication.

Your voice remains your own.

What software do you use?

Microsoft Word (Track Changes preferred)

Google Docs also accepted.

How fast are you?

Most projects are returned within **48 hours**, depending on length.

Confidentiality

Client work remains confidential.

For that reason, I don't publish before-and-after editing samples. My portfolio is built on long-term client relationships, professional references, and decades of published work.

Ready to Improve Your Writing?

Michael LaRocca

Professional Proofreader & Editor

Since 1991

michaeledits3@gmail.com

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