

Kinds of Editors

A Quick Guide for Authors

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Though there are many kinds of editors, there are typically only four a self-publishing author may need.

The median rates listed below are referenced directly from the Editorial Freelancers Association's editorial rates chart at www.the-efa.org/rates as of March 2021.

Book Coaches

- Can work as writing coaches (helping authors write their books) or as publishing coaches (helping authors with the publishing process overall).
- Can help an author define a broad publishing or marketing strategy in addition to refining a manuscript.
- Sometimes referred to as “book shepherds.”

Median rates: \$61–\$70 per hour, or \$.05–\$.059 per word.

Developmental Editors

- Provide feedback, advice, and/or critique to guide authors through revisions.
- Deliver comments and suggestions rather than hands-on changes to the manuscript.
- Sometimes also called *substantive editors*, *structural editors*, *content editors*, or *book doctors*.

Median rates: \$46–\$70 per hour, or \$.03–\$.079 per word.

Copyeditors

- Make corrections to a manuscript's grammar, spelling, and punctuation for clarity and consistency.
- Highlight issues and raise important questions for the author to address.
- Can prepare a style sheet for use in future editing and proofreading.

Median rates: \$36–\$50 per hour, or \$.02–\$.049 per word.

This is when **design and layout** happens: after copyediting but before proofreading.



Proofreaders

- Flag potential problems in text or layout, including new issues which may have been introduced during design as well as outstanding issues from copyediting.
- Typically reads a PDF and does *not* make direct changes to the manuscript.
- The “last line of defense” in catching errors before publication.

Median rates: \$31–\$35 per hour, or \$.02–\$.049 per word.



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