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WHAT'S GOING ON AT GRAMMAR CHIC, INC.

Greetings to everyone! I trust the Summer has been treating you well! Since the season is winding down and the kids are soon returning to school, it is also safe to assume that you are getting back to work and beginning to make your way through the projects that have been pushed to the backburner while the sun has been shining and the temperatures have been high.

Here at [Grammar Chic, Inc.](#), we have had a busy summer, but we are well prepared for the fact that with the Fall comes a renewed focus in our clients' professional lives. We encourage you to reach out if you have questions or need help generating new marketing efforts at your company, want to re-evaluate your web content for better business results, or if you are looking for help with your new manuscript or book idea. Furthermore, if you are an academic getting back to school and really need some advice on how to navigate APA rules or need the advice of an editor to make that "A," the staff at Grammar Chic, Inc. is here for you.

I would like to get caught up on some congratulations. First, my congrats to author [Valerie Lumley](#), who is highlighted in this newsletter. Valerie wrote an inspiring book on her experience with the debilitating condition, fibromyalgia. Published this month by [EDGE Publishing Company](#), she not only speaks about what she went through, but also how she successfully found a cure to an otherwise uncurable disease. Her book, *Curing Chronic Fibromyalgia*, is a true-to-life story and one that should be read by any person who has experienced or knows someone who is suffering with this condition. Congratulations Valerie, your strength is truly admirable and I am very sure that many will benefit from your insight and your honesty.

Next, I would like to welcome yet another member to my team, my husband, Kevin Clark. Kevin is the new Grammar Chic, Inc. Director of Sales and Marketing. As a seasoned marketing professional, Kevin has had much success in various industries, including finance and telecom. However, I am happy to say that he has decided to bring his talents home. This new development is truly exciting to me because it means that I am allowed to do what I do best, namely write, and I can let Kevin focus on what he has done best for the past decade, namely sell the Grammar Chic brand and market our services. It is a great feeling when you realize that you have someone supporting you who is an expert at what they do and I anticipate that this development will not only help grow the business, but also assist in meeting deadlines and providing our clients with the service they expect when working with the staff at Grammar Chic, Inc. Kevin is happy to answer any questions about our capabilities and our service offering. Feel free to contact him at (803) 553-4573 or email kevin.clark@grammarchic.net.

I hope each and every one of you has had a fun and relaxing summer! However, I am also very happy to welcome you back to work! Let's make something fantastic happen with your manuscript or at your business this new season! You owe it to yourself to make sure your words are memorable!

Best Wishes and Happy Writing!

~ *Amanda E. Clark*
President and Editor-in Chief

UNDERSTANDING THE IMPORTANCE OF HIGH-QUALITY WEB CONTENT

Advertising is one of the most crucial aspects of every business. If your company advertises on the internet, you are well aware of the importance in being found by the search engines. Anyone can jot down descriptions of their products and services, but professionally written web content can target a specific group of consumers. Working with a professional to develop search engine optimized (SEO) content will assist in catching the eye of countless prospects and will increase your website's traffic.

SEO writing is aimed at improving your search engine rankings. The right wording, combined with carefully considered keywords on individual pages, and your website has the potential to be on the first page of search results when a consumer is looking for your product, service, or company. This approach to advertising is especially successful when you are catering to a certain region or location.

When consumers find and visit your website you want them to be greeted with an organized, well-written page. Professionally written web content will present your business' information to potential clients in a way that is clean, organized, and easy to understand, along with a call to action that will inspire them to get in touch ASAP.

One of Grammar Chic's most successful web content clients is Gutterman Services, Inc. Their staff reached out to us when they wanted to revamp their website. They are now one of the top results in search engines for consumers who are searching for their services in the Washington D.C. and Northern Virginia region.

When you are ready to increase traffic to your website, contact us and let help make your website your 24/7 salesperson.

CLIENT SPOTLIGHT: GUTTERMAN SERVICES

Gutterman Services, Inc. came to Grammar Chic looking for a way to make their website more effective. As the premier caretaker of the exteriors of homes in Northern Virginia, Northwest D.C., and Montgomery County, Maryland, Gutterman Services wanted the quality of their web content to match the quality of their work.

A family-owned and operated business, Gutterman Services, Inc. has been devoted to maintaining homes and businesses in the area for over twenty years. Their team of skilled and honest professionals specializes in gutters, roofing, siding and trim, windows and doors, and year-round maintenance of the exteriors of buildings. Gutterman Services has been a pleasure to work with and we look forward to collaborating on future projects!

Gutterman Services can be reached online at www.guttermanservices.com as well as at their office by calling: 703-430-4420.

THINK YOU HAVE A PROJECT? CALL US!

If you have a project, Grammar Chic, Inc. can handle it. Whether you are contemplating a series of SEO articles, need new web content for your site, have a manuscript that you need help on, would like to speak about book formatting options, or just require a sounding board for your creative ideas, we are here for you! Furthermore, we can also help you with book cover design, website design and development, audio book creation, and other marketing services through strategic and trusted partnerships. Call today to discuss your project and let us assist as you develop your ideas!



AUTHOR VALERIE LUMLEY EXPLAINS HER CURE FOR FIBROMYALGIA IN NEW BOOK

Valerie Lumley struggled with chronic fibromyalgia for a decade while also searching out and discovering the cure. In her book, *Curing Chronic Fibromyalgia*, Valerie explains the mental and physical causes and symptoms of the illness while chronicling her personal journey back to health. Fibromyalgia is still a mystery to the world of science, and to regain her health Valerie had to rally against the skeptics and nonbelievers. Throughout this journey, Valerie tried traditional and alternative treatment and finally settled on the perfect combination of the two. Included in this book are the mental aspects of fibromyalgia, the physical manifestations of the illness, and tips on how to overcome the chronic pain. Filled with advice backed by medical research, this book is sure to be a wonderful tool and provide insight for anyone who suffers or knows someone who suffers from fibromyalgia.

Published by EDGE Publishing Company, *Curing Chronic Fibromyalgia* will be available in late August/early September. For more information, visit Valerie's website at www.thefibrocure.com.

WHY EDITING BEFORE SEARCHING FOR A PUBLISHER INCREASES YOUR CHANCE FOR SUCCESS

One of the most important things you need to have when sending your work to a potential publisher is a polished and professionally edited manuscript. This will provide you with the advantage of being able to include in your query letter that you have had your work reviewed by a professional editor and that you can readily provide samples if the publisher is interested.

Publishers love getting work that is already polished for two reasons. First, it gives them a sense of what the final product could be like. Second, while the majority of publishing houses will still put your manuscript through their own editing process to fit the requirements and look of their own catalogue, it decreases the amount of time it will take to publish the work. Grammatical and spelling errors will distract the publisher from what your manuscript is trying to say. An unorganized or undeveloped manuscript is difficult to read and most publishers will not take the time to sort through it.

Valerie Lumley, our author of the month, was picked up by EDGE Publishing Company after presenting a very well edited manuscript. She took the time to remove the majority of grammatical and spelling errors and the manuscript was very well thought out. Her book, *Curing Chronic Fibromyalgia*, is a wonderful success story of a polished manuscript making it into the hands of the right publisher at the right time.

When you have finished your manuscript and are ready to send out query letters, let Grammar Chic, Inc. professionally edit your work, bettering your chances and helping lead you towards literary success and accomplishment.

CONTACT INFORMATION

Grammar Chic, Inc.
www.grammarchic.net
(803) 831-7444
info@grammarchic.net

CEO: amanda.clark@grammarchic.net
Sales: kevin.clark@grammarchic.net

