Matthew Ralph

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Book Editing Portfolio

www.mattralphthewriter.com/freelance

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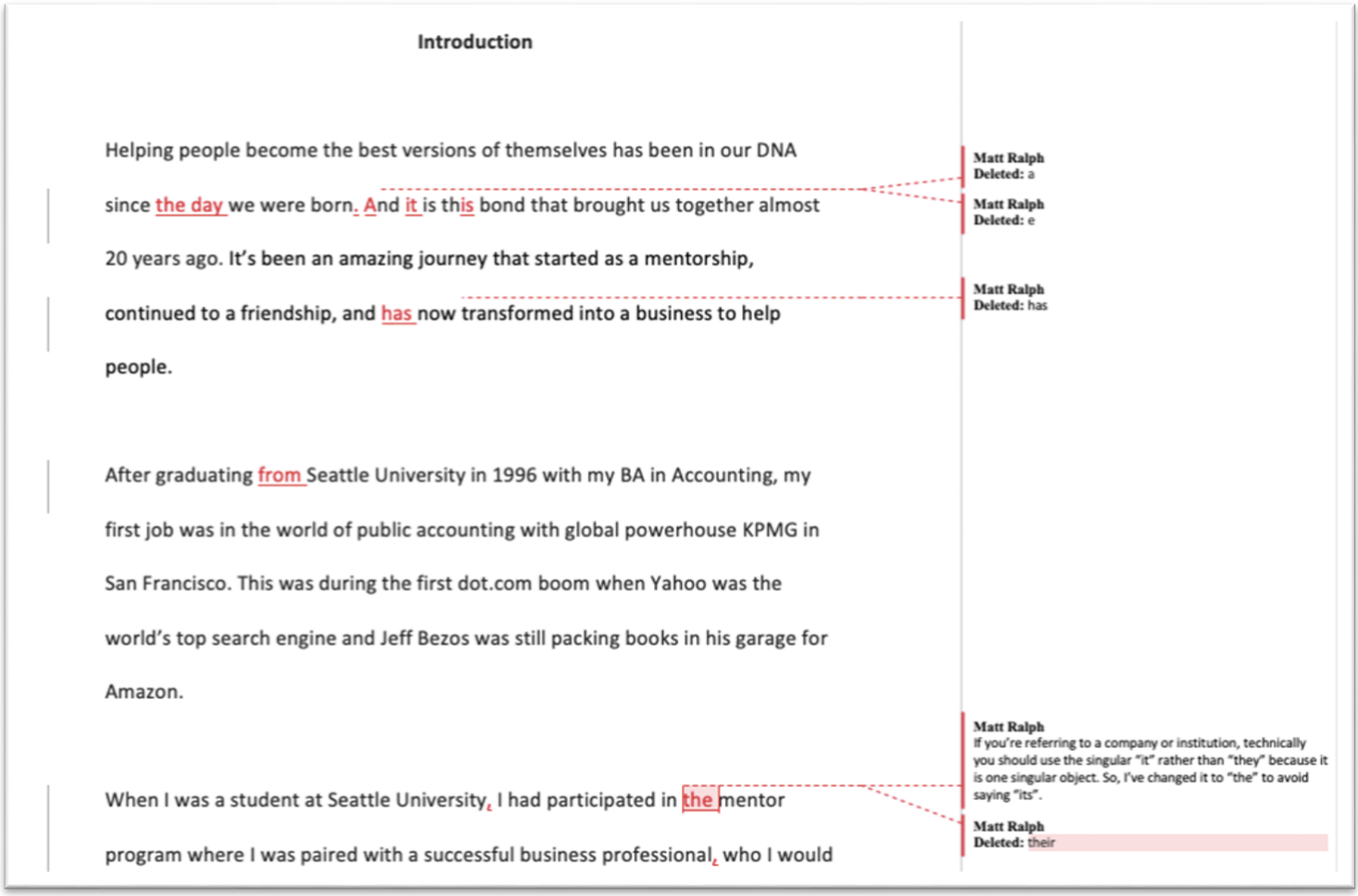
A. Non-Fiction/Self-Help

Project Description

I was contacted by an author to work on their non-fiction book. The book is a self-help guide to assist people who are thinking about completing a Master of Business Administration (MBA) and it includes tips on the best ways to prepare for the MBA exams as well as which schools offer the best MBA courses.

Below are some screenshots from different parts of the manuscript. You will see my revisions in red using the Track Changes function, as well as my suggestions and observations in the form of inserted comments.

There is one screenshot per page to allow for ease of reading.



Introduction

Helping people become the best versions of themselves has been in our DNA since the day we were born. And it is this bond that brought us together almost 20 years ago. It's been an amazing journey that started as a mentorship, continued to a friendship, and has now transformed into a business to help people.

After graduating from Seattle University in 1996 with my BA in Accounting, my first job was in the world of public accounting with global powerhouse KPMG in San Francisco. This was during the first dot.com boom when Yahoo was the world's top search engine and Jeff Bezos was still packing books in his garage for Amazon.

When I was a student at Seattle University, I had participated in the mentor program where I was paired with a successful business professional, who I would

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Matt Ralph
If you're referring to a company or institution, technically you should use the singular "it" rather than "they" because it is one singular object. So, I've changed it to "the" to avoid saying "its".

Matt Ralph
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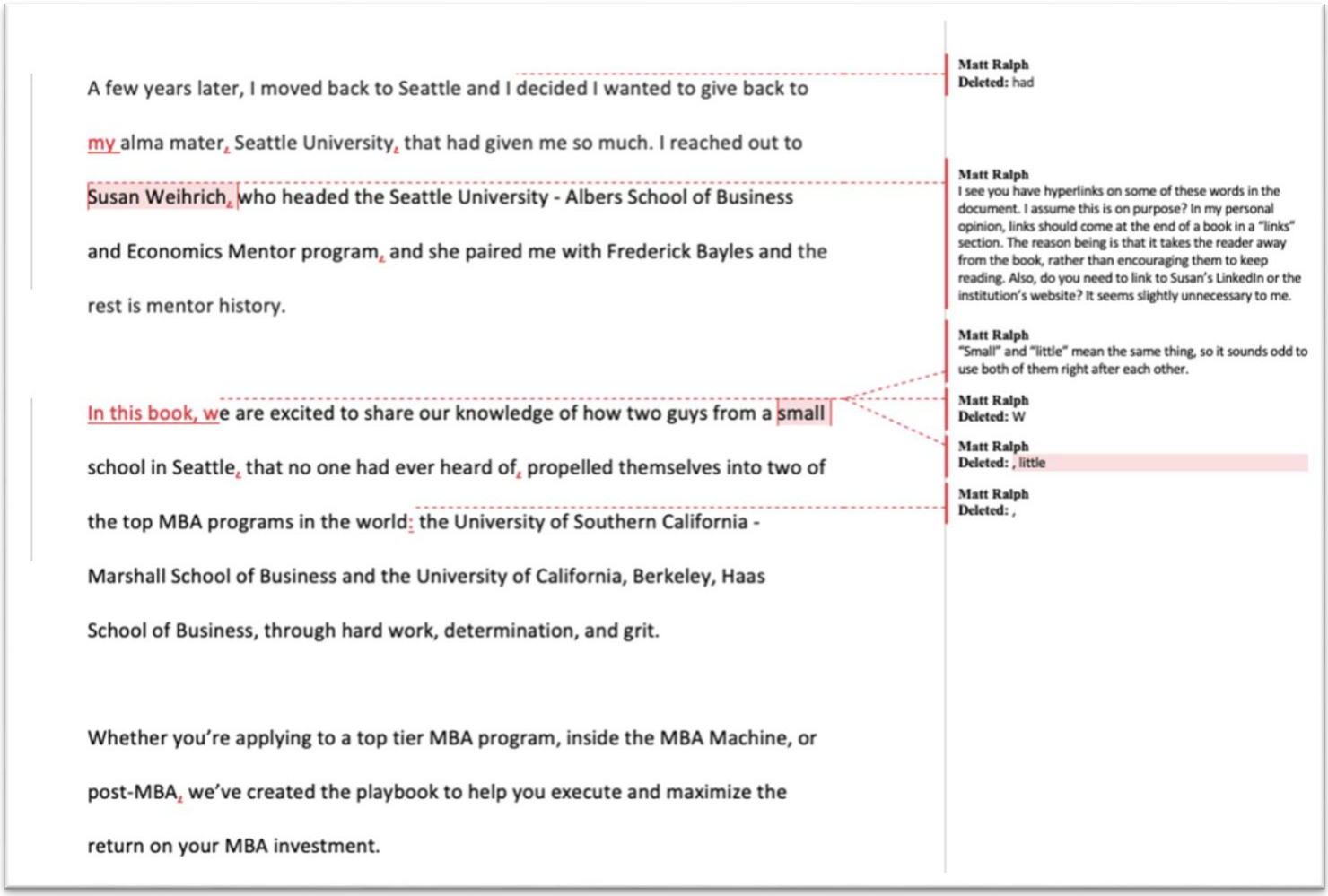

A few years later, I moved back to Seattle and I decided I wanted to give back to my alma mater, Seattle University, that had given me so much. I reached out to Susan Weihrich, who headed the Seattle University - Albers School of Business and Economics Mentor program, and she paired me with Frederick Bayles and the rest is mentor history.

In this book, we are excited to share our knowledge of how two guys from a small school in Seattle, that no one had ever heard of, propelled themselves into two of the top MBA programs in the world: the University of Southern California - Marshall School of Business and the University of California, Berkeley, Haas School of Business, through hard work, determination, and grit.

Whether you're applying to a top tier MBA program, inside the MBA Machine, or post-MBA, we've created the playbook to help you execute and maximize the return on your MBA investment.

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Matt Ralph
I see you have hyperlinks on some of these words in the document. I assume this is on purpose? In my personal opinion, links should come at the end of a book in a "links" section. The reason being is that it takes the reader away from the book, rather than encouraging them to keep reading. Also, do you need to link to Susan's LinkedIn or the institution's website? It seems slightly unnecessary to me.

Matt Ralph
"Small" and "little" mean the same thing, so it sounds odd to use both of them right after each other.

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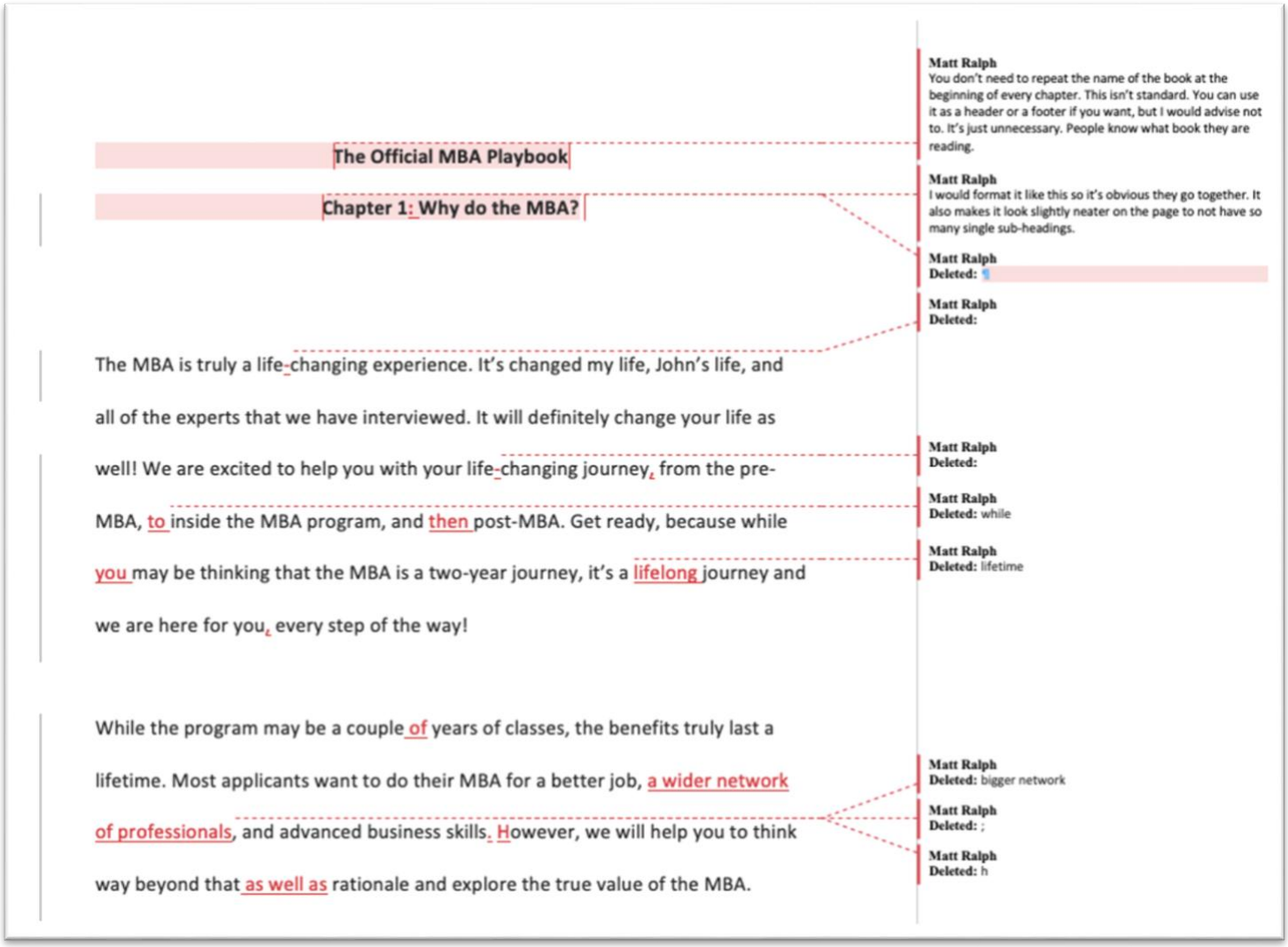

The Official MBA Playbook

Chapter 1: Why do the MBA?

The MBA is truly a life-changing experience. It's changed my life, John's life, and all of the experts that we have interviewed. It will definitely change your life as well! We are excited to help you with your life-changing journey, from the pre-MBA, to inside the MBA program, and then post-MBA. Get ready, because while you may be thinking that the MBA is a two-year journey, it's a lifelong journey and we are here for you, every step of the way!

While the program may be a couple of years of classes, the benefits truly last a lifetime. Most applicants want to do their MBA for a better job, a wider network of professionals, and advanced business skills. However, we will help you to think way beyond that as well as rationale and explore the true value of the MBA.

Matt Ralph
You don't need to repeat the name of the book at the beginning of every chapter. This isn't standard. You can use it as a header or a footer if you want, but I would advise not to. It's just unnecessary. People know what book they are reading.

Matt Ralph
I would format it like this so it's obvious they go together. It also makes it look slightly neater on the page to not have so many single sub-headings.

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B. Children's Picture Book

Project Description

I was contacted by a first-time children's picture book author who wanted help with their manuscript. The book is aimed at children 6-8 and centres around a small boy who donates his new shoes to a homeless child. The aim of the story is to teach children about generosity and helping others in need.

Below are some screenshots from different parts of the manuscript. The black text in bold is the text that will appear in the book and the non-bold black text underneath is a description of what the illustration will look like.

You will see my revisions in red using the Track Changes function, as well as my suggestions and observations in the form of inserted comments. I also included a section at the end where I gave my final thoughts on how to improve the story.

There is one screenshot per page to allow for ease of reading.

Page 4

Mom said, "Maybe."

Mom shrugs her shoulders.

Page 5

That night, Jason begged for a chance to earn those shiny blues shoes. Dad eventually agreed to Jason's idea. "One week of chores and the shoes are yours."

Dad tucked Jason into bed. Dad is in the doorway turning off the light switch.

Page 6

So, Jason washed the dog.

Jason's dog is in the tub and the soap has been rinsed off. The dog dries himself off by shaking his wet fur. Jason is completely drenched. Jason looks upset.

Page 7

Then Jason took out the trash.

Matt Ralph
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Matt Ralph
This isn't long enough realistically to earn a pair of shoes. It should be a few weeks at least. If you want to push the message of not being materialistic, you need to put more emphasis on the saving up and working for what he wants.

Matt Ralph
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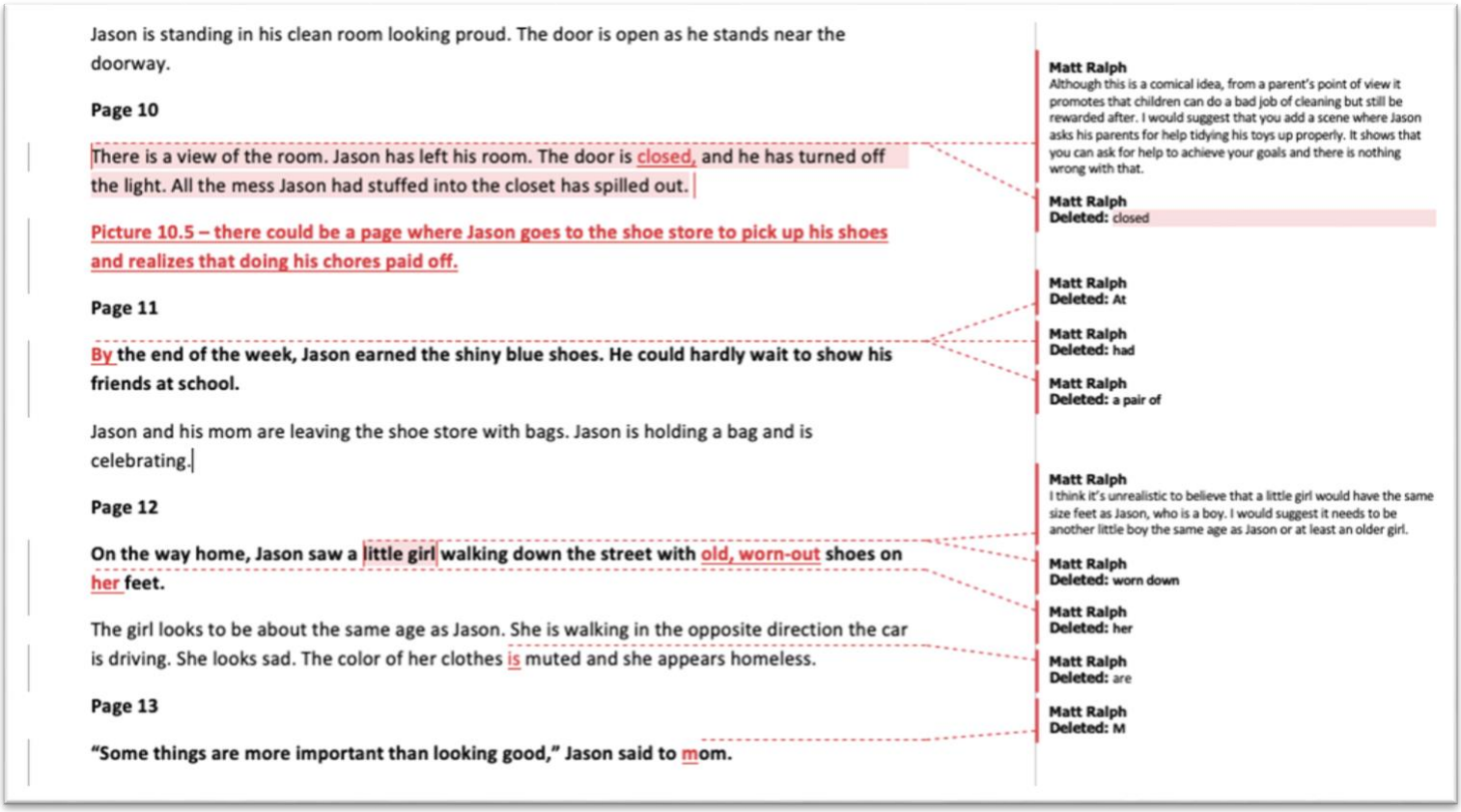
Jason is standing in his clean room looking proud. The door is open as he stands near the doorway.

Page 10

There is a view of the room. Jason has left his room. The door is closed, and he has turned off the light. All the mess Jason had stuffed into the closet has spilled out.

Picture 10.5 – there could be a page where Jason goes to the shoe store to pick up his shoes and realizes that doing his chores paid off.

Page 11

By **the end of the week, Jason earned the shiny blue shoes. He could hardly wait to show his friends at school.**

Jason and his mom are leaving the shoe store with bags. Jason is holding a bag and is celebrating.

Page 12

On the way home, Jason saw a little girl walking down the street with old, worn-out shoes on her feet.

The girl looks to be about the same age as Jason. She is walking in the opposite direction the car is driving. She looks sad. The color of her clothes is muted and she appears homeless.

Page 13

"Some things are more important than looking good," Jason said to mom.

Matt Ralph
Although this is a comical idea, from a parent's point of view it promotes that children can do a bad job of cleaning but still be rewarded after. I would suggest that you add a scene where Jason asks his parents for help tidying his toys up properly. It shows that you can ask for help to achieve your goals and there is nothing wrong with that.

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Matt Ralph
I think it's unrealistic to believe that a little girl would have the same size feet as Jason, who is a boy. I would suggest it needs to be another little boy the same age as Jason or at least an older girl.

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Matt Ralph
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The girl is at the front of the page. She is wearing the blue shoes and her expression is happy. Jason and his mom are driving away. Their car is in the background driving the opposite way.

I feel something is missing - there needs to be a stronger ending as it currently feels a bit rushed. No child of 6-8 would think there is something more important than what they have desperately wanted and worked for, just because they see another child with bad shoes. I think there needs to be a page where there is conversation with Jason's parents about how he feels bad for the little homeless boy and wants to give him the new shoes. Then his parents congratulate him on learning the lesson and acting on it.

I suggest another few pages that show Jason reflecting on his guilt of seeing the little homeless boy and he talks to his parents about it. But Jason must ultimately make the decision to give the shoes to the boy himself (in general, children's books show children that they can do things on their own and they don't always have to rely on their parents).

Then there should be a page showing Jason giving his shoes to the little boy, which makes him happy. Make the point that Jason has learned to be generous/selfless.

C. Fiction/Memoir

Project description

I was hired by an author who was releasing a novel chapter by chapter on their website and wanted the text to be edited. The book has since been turned into a podcast.

The story is a mix of fiction and memoir. It tells the fascinating real-life story of the titular character, starting as a young boy who is forced to leave post-war impoverished Italy and emigrate to Canada, and the story continues into adulthood. The narrative is based on stories told to the author by the main character, with some fictional elements added.

Below are some screenshots from different parts of the manuscript. You will see my revisions in red using the Track Changes function, as well as my suggestions and observations in the form of inserted comments.

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Now, you may think that traveling means journeying on a plane or a train, or maybe even by car or bus, and I wouldn't blame you for thinking this. Isn't that how we do it? That night, when I first met Giuseppe Lupo and listened to his fanciful tale, I learned that we ~~can~~ could travel to magical faraway places and experience thrills without ever leaving our place, this, right here, exactly where you are sitting.

In my case, it was his large well-lit, smoke-filled basement. Giuseppe Lupo's that is.

Gio is a funny, tall, gregarious, and husky man with a jagged face~~;~~, rough, as if worn out by many days of sun and sea. He was around ~~fifty-five~~55 at the time and we were in our twenties. He towered over us, not only in height and age but in that other thing that's much more important~~;~~ ~~in~~ life experience.

Listening to his stories, for us he became a Robinson Crusoe, Sindbad, Neil Armstrong, plus Ernest Hemingway, all wrapped into one. We came to learn that he was a man of many very varied talents and crafts. For a short stint, he was a sailor~~,~~ and he liked to think that it made him a sailor for life.

Matt Ralph
I think "years" would sound better here. I don't think "days" of sun and sea would affect someone's face. It takes longer than that.

He usually wore turtle-neck sweaters and over time we laughed that he must have a collection of all the shades of blue, much like the colors of the sea, like the sailor that he once was.

When we visited him, and by "we" I mean my small ~~menagerie~~ band of university colleagues - all three of us boys, – H~~h~~e always had us in constant laughter at his infectious tall tales of unbelievable adventures.

His 'edge of your seat' stories crossed countries and continents, ventured to forbidden oceans, and traversed war zones. We excitedly took it all in as we wrote notes for our class. We had to write it all down.

Standing tall, he would often jab me in the ribs, and he did this every time we visited, singling me out from the group. The first time he did it, he barked at me.

"Youssef. What kind of a name is thaaaaat? I prefer to call you *Baksheesh*."

Matt Ralph
The word "menagerie" means a collection of wild animals. You probably knew this and used it for dramatic effect. But to me, this sounds very unusual and pulls me out of the story. I substituted it for "band".

Matt Ralph
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His storytelling followed his life journey without any clear chronology. He would begin speaking ~~of~~ about any phase of his life that tickled and turned his fancy that night.

"Have you ever really tasted tomatoes? I was born on a silvery full moon night, on a cozy farmhouse near the port of Naples. There, my father grew the sweetest tomatoes on the ash-fed slopes of Mount Vesuvius,; Yyou know, that dreaded volcano. We grew the sweetest tomatoes in the universe. 'Raffaele, San Marzano, del Piennolo,'; Llisten to these names, ah, music to my ears.

"In Sorento, my late uncle, Giacomo, a pianist, played accompaniment for the great Enrico Caruso,; Tthe two of them alone in his hotel room during his last days. You know of the Great Caruso? He was then at the peak of his operatic success. Heard the song about him?"

Gio's husky, sweet and gregarious voice was always set to one level:; loud. And with every story Gio told us, we saw him act it out with his arms stretched out ~~and about him~~, ~~pointing~~ gesticulating and moving here and there, as if he ~~was~~ were organizing furniture and props for his story to sink in.

That night, he sang a verse about the legendary Caruso, in Italian, then translated it for us.

Matt Ralph
I don't think a voice can be gregarious. A person can be, but not their voice. Either you need to choose another word, like "lyrical" or "melodic" or you need to change the sentence to say that Gio is gregarious, not his voice.

Matt Ralph
I think this is a better and more fitting word here.

Matthew Ralph

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