

Business Profile

Peruse writing & editing

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Contents

Peruse writing & editing

About Peruse	p. 2
Peruse; to read & examine with great care.....	p. 2

Peruse Projects

Corporate/Academia	p. 3
Government	p. 4
Consultancy.....	p. 5
Document Creation.....	p. 7
Online	p. 8
Writing/Journalism Contracts	p. 10

Testimonials.....	p. 11
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Peruse writing & editing

About Peruse

Since 2005 we have been working to build Peruse writing & editing into a respected, reliable and valuable resource for businesses around Adelaide and across Australia, and according to our customers we've succeeded (Testimonials p. 11).

Our writing, editing and document creation work has even forged relationships with international clients, and a number of our contract writers are based around the country. Despite this expansion, Peruse continues to be managed by the founding partnership Vanessa Tripodi and Anthony De Lisio.

Vanessa worked from 2004 to 2005 as the Promotions Assistant at the Caravan & Camping Industry Association of South Australia, after graduating from the University of South Australia. The role of Promotions Assistant included coordinating the memberships, correspondence and media of the Association, and taking on the role of Assistant Show Manager during the caravan and camping shows. However, wanting to put her writing and editing skills to wider use, and enjoy the freedom of running a small business, Vanessa formed Peruse in 2005 with partner Anthony.

After winning a US scholarship and working with wineries in California's world famous regions, Anthony returned from America to manage the multimillion dollar vineyards of Classic McLaren Wines. In 2006 he too focussed on being a small business owner, concentrating on both his own contracting business, and on Peruse. Anthony is an active Director of Peruse and provides advice, ideas and support, while managing the Peruse accounts and staff administration.

Peruse; to read & examine with great care

This is a simple definition of peruse, but at Peruse writing & editing peruse is more than just our business name, it is our business motto and professional goal.

When businesses and individuals work with Peruse they are enjoying a dedicated, personal service and the care of a young, motivated and creative team of writers, editors and consultants. We make sure to take such care and personal attention because when our clients' projects and documents are treated as our own, we can realise our goal of offering the highest quality of service—something no one can get enough of!

Peruse Projects

Corporate/Academia

Ezy Pzy Planning, Jerrima Nicholas-Allen

June 2010

- EP Planning contracted Peruse to proofread and structurally edit an urban design master plan they had prepared for submission to district council.
- Peruse was also required to design and set the report document according to the company style guide.

Bio Innovation SA, Julie Chmielowski

November 2009—March 2010

BioSA has been established by the government to support the bioscience industry in South Australia, and Peruse has been contracted to edit a number of documents.

- Peruse edited a short four page report for BioSA evaluating KPIs with regards to South Australia's Strategic Plan. The report was edited for consistency, readability and textual errors.
- Peruse also edited a number of BioSA newsletters, often in PDF format, before they were approved for print.

University of Technology Sydney, Mike Hanley

August 2009

Mike Hanley is a Sydney based professional writer and editor who contracted Peruse to complete his University of Technology Sydney editing project when he couldn't commit the time to the project himself. The project included:

- Editing two reports for the University of Technology in Sydney, on management practices. The total project was over 40,000 words and the required turn around time was one week.
- The report was required to be edited to a government publishable standard, with tracked changes made in the document.
- Proofreading and copyediting were completed on the report within the required time frame.

Distribution Power Design, Steve Buck

October 2007—November 2009

Distribution Power Design is a private company designing electrical distribution, and street lighting systems, working closely with ETSA and other government departments. DPD contracted Peruse writing & editing as part of the process of upgrading their corporate image.

Company Profile

- Peruse researched DPD and the industry to form a picture of the services and marketplace of the company.
- To create staff profiles, Peruse developed a questionnaire for each DPD staff member, and supplemented that information with one-on-one staff interviews.
- Peruse also researched key services of DPD and case studies of past projects to write a comprehensive, modern and engaging company profile.

- Peruse then manipulated the text and information from the company profile for use on the new DPD website.

Style Guide

- To ensure a consistent use of the new DPD logo, letter head, fonts and designs, Peruse developed a style guide which set out explanations and examples of the correct corporate style.
- The style guide created by Peruse was then distributed to each DPD staff member to ensure a consistency in DPD's corporate representation.

Documentation and Correspondence

- DPD required Peruse to create templates of all regularly used quote and tender documents, according to their new corporate style guide.
- Peruse was also required to edit and proofread DPD documents and correspondence before they were distributed.

Ettienne Botha, ElectraNet/American Superconductor

October 2005—present

Ettienne Botha has regularly contracted Peruse for writing, editing and document creation services, first when he worked for ElectraNet, and continuing with his move to American Superconductor. Peruse's services include:

- Reviewing documents for ElectraNet, an electricity supply company which contracts to ETSA. These documents included applications for tender, searches for tender, project applications and project reports.
- Editing and creating documents for American Superconductor for use in their assessment systems, client presentations and product manuals.

Government

Department of Transport, Energy & Infrastructure

July 2006—September 2008

- Peruse was contracted to edit the 2005-06 and 2006-07 Annual Report for the Department of Transport, Energy & Infrastructure.
- The reports were approximately 90 pages long, and were edited according to the department's style guide and the Australian Government Style Manual.

Peruse Projects

Consultancy

Sage Insights, Mary Saunders

November 2009—present

Sage Insights is a people development company operating around Australia, teaching rewarding, trusting and effective relationship skills to businesses and individuals using the unique Sagacious Tree Discovery developed by Mary Saunders. Mary contracted Peruse for editing and document creation services and has maintained a relationship with Peruse who now also offers consultancy and promotional services.

Sagacious Discovery

- Peruse worked with the text and images of an existing A5 sized worksheet to redesign the flyer document based on the client's requirements for readability, usability and design appeal.
- After feedback from users over a 12 month period, Peruse redesigned the flyer to an A4 size, further enhancing readability and design, and encompassing new graphical elements and styles.
- Peruse offered feedback and editing services regarding the language and style of the text and questions.

Sagacious Workbook

- Peruse edited and created a new workbook for workshop attendees after Sage Insights updated their approach to teaching the methods of the Sagacious Tree.
- Peruse has sourced the relevant information from the existing workbook, and combined that with new images, methods and language to create a framework for the new, more concise Sagacious Workbook.

Sagacious Novels

- As supplementary teaching and business tools, Mary has embarked on writing a series of novels, developing fictional characters and situations to explain her methods and sagacious goals. Peruse is working as an editor and consultant on these projects.
- Mary relies on Peruse for editing assistance and document creation design services to create a fun and approachable way to learn about sagacious relationships and behaviours in her coffee table book. Peruse also offers advice on structure, tone and readability.

Cindy Westphalen

August 2009—present

Cindy Westphalen is an Adelaide based wedding planner and caterer who has been in the industry for 24 years. In deciding to enhance her business activities and presence, Cindy contracted Peruse writing & editing to assist with a new corporate image and promotions. Cindy has come to rely on Peruse for communications management and promotion services, and consultancy advice in her new iPhone app venture.

Cindy's Classic Gourmet

- Peruse was contracted to update the online presence of Cindy's Classic Gourmet, and so sourced graphic design and website design services. Peruse also wrote and edited the website text for relevance, emotion, interest and search engine optimisation.

- Peruse updated the catering and menu package documents of Cindy's Classic Gourmet to reflect the new logo, image and style. Peruse also wrote and edited the company profile and menu text.
- Peruse created the *Cindy's Inspirations* book by sourcing quotes and images from Cindy Westphalen and setting and designing a perfect bound, gift-sized publication which captures the romance of the wedding celebration, and encourages readers to choose Cindy's Classic Gourmet.
- Peruse has developed an online presence for Cindy's Classic Gourmet by initiating a Facebook and Twitter page, and managing and regularly updating a blog site.

Wedding Girl iPhone App

- Peruse was consulted at every stage of the app project regarding content, functionality and promotion of the app. The result is the first Australian based wedding planning app, and the most comprehensive and interactive app of its kind.
- To promote the app, Peruse has developed a suite of documents including an informational and promotional kit for suppliers, an advertising flyer for users, Cindy's Classic Gourmet company profile, tax invoice and registration forms, sales kits for SA and interstate sales people, business cards and informational gift bags.
- Peruse has produced press releases and promotional documents for online and print media outlets.
- To create an online presence, Peruse has written and optimised the text for the Wedding Girl website and a new app promotion page for the Cindy's Classic Gourmet website. Peruse has also created a presence on Facebook for Wedding Girl, while managing and maintaining a blog site.

Olive Oil Manuscript, Wendy Piscino

February 2006—September 2007

Wendy took over a manuscript project from a colleague, on the history of olive plantings and oil production in South Australia.

Peruse assisted with research, printing and graphic design specifications during the production of the book, as well as editing already written text, and ghost writing connecting pieces.

Peruse Projects

Document Creation

Vine Control

July 2008—present

Vine Control is a boutique McLaren Vale winery who previously focussed on exporting their wines, and are now looking to expand into domestic sales. In creating a corporate identity for this winery which has established in 2006, Peruse has:

- Designed and edited tasting notes and information sheets for each of the winery's eight varieties.
- Created order forms, price lists and a company profile for promotions, trade shows and in readiness for use on the winery's new website.

Caravan & Camping Association of South Australia, Stuart Livingstone

March 2006—June 2006

To complement the Association's weekly television show, Peruse was contracted to create fact sheets about the products and locations featured in each episode for distribution, and use on the show's website.

- Peruse conducted interviews via phone and email with caravan and camping experts regarding the products and services being featured in each episode.
- Any additional information was sourced through research by Peruse, and all details were compiled into informative and easy to read fact sheets which were posted on the show's website, or sent to enquiring viewers.
- Peruse researched the featured locations to write reviews on the regions visited in each episode.

Peruse Projects

Online/Electronic

Hive Empire, Fred Schebesta

October 2009—present

Hive Empire is an online marketing company responsible for the website copy and search engine optimisation of websites in the Comparison Finder Group, which includes savings accounts, home loans, credit cards and mobile phones. Peruse is contracted to supply search engine optimised, original content on an ongoing basis.

Press Releases

- Peruse was contracted to write a press release for the Credit Card Finder brand, to inform the media and the public about its success, and subsequent expansion into new financial services comparisons.
- Peruse also created a press release for the Home Loan Finder brand, to promote and inform on their Property Valuation Awards, and announce the winning businesses.

Website Copy

- Peruse is provided with article titles and keywords to target, and creates original website copy for each of the Comparison Finder websites.
- Articles are completed and uploaded on a daily basis to ensure fresh content on each site.

Reviews

- Product reviews written by Peruse for the Comparison Finder websites are independently researched and provide an unbiased overview of a product's features, benefits and in some cases costs.
- Reviews are completed regularly, and new original reviews of products must be written when features or prices change.

User Guides

- To supplement the news, advice and reviews on the Comparison Finder sites, Peruse writes user guides to offer comprehensive advice on financial processes and services or step by step assistance with mobile phones.
- User guides are independently researched by Peruse to provide informative and original content.

Vine Control

April 2009—present

Vine Control is a boutique McLaren Vale winery who previously focussed on exporting their wines, and are now looking to expand into domestic sales. In creating an online presence for the winery, they will be able to connect with local buyers.

- Peruse researched and obtained the most beneficial website hosting, email marketing and online store software.
- Peruse input online store information, including all product keywords, prices, images, details, promotions and tasting notes, including setting up a smooth checkout and delivery system for online customers.

- Peruse researched, wrote and optimised all website copy, maintained and updated the content and images, and responded to customer enquiries through the website.
- In distributing the Vine Control eNewsletter Peruse researched, designed, wrote and edited each issue to subscribers, monitored subscriber enquiries, assessed the website click throughs and resolved failed deliveries.

Love Fine Art, Paul Leasure

September 2007—present

Paul Leasure and his wife are artists in the US and have contracted Peruse writing & editing to help them optimise their online store, promote their artwork and boost sales.

- Peruse writes keyword articles on a monthly basis which can include reviews or hanging advice on the artists' paintings and photographs. Website copy also includes articles and advice in relation to interior design, DIY decorating, budget decorating or design inspirations.
- Peruse also updates the Love Fine Art blog sites each month with posts about interior design and decorating, art printing methods and vintage art reviews.

Abbey Rock Wines, Chris Sampson

January 2007—April 2008

- To create an eNewsletter to promote the winery, Peruse was contracted to write articles about upcoming events at the cellar door, review past events and edit articles and notes written by the wine maker about the winery and vineyards.
- Peruse also compiled, designed, formatted, sent and monitored the eNewsletter.

Limo Broker, Tej Randeva

July 2006—March 2009

Limo Broker was the parent company of over 200 websites for UK hire services. Peruse was contacted to write, edit and upload original articles to each of these sites on a daily basis.

- Peruse researched article topics and content to provide 10-20 search engine optimised articles per day for posting to Limo Broker sites.
- In 2008 the company expanded to host websites in the accounting, van hire, marquee hire, plumbing, electrical, hotel, mobile bar hire and publishing industries for which Peruse continued to provide original optimised content.

Peruse Projects

Writing/Journalism Contracts

Executive PA Magazine

August 2007—January 2008

Executive PA is a bi-monthly magazine based in the UK, which was then launched into Australia. Peruse maintained a regular writing contract with Executive PA, and received a brief for one to three articles for each issue. Peruse conducted interviews by phone or email and completed independent research to create articles within the magazine's style guide, to appeal to their demographic.

Money & More Magazine

January 2007

Peruse secured a one-off writing contract with Money & More Magazine, a US based property, investment and money management publication. Provided with an article topic, Peruse compiled a thoroughly researched and polished article to appeal to American readers.

Sightseeing SA

November 2005—June 2007

Peruse submitted articles to the Sightseeing SA tourism magazine each month to review a destination or local business, to appeal to tourists and South Australians. In some cases phone and email interviews were required to source information and images about upcoming events to be reported.

Testimonials

Steve Buck, Distribution Power Design

“We have had the pleasure to work with Vanessa through her business Peruse writing & editing for a couple of years now. In that time, Vanessa has never let us down and always provides us with a high quality level of service in a wide area of expertise in a very prompt and efficient manner.

It comes as no surprise that her business is growing and her services are expanding. We highly recommend Vanessa’s services and appreciate her attention to detail.”

Ettienne Botha, ElectraNet & American Superconductor Australia

“Vanessa did numerous assignments for me over the past three years. She did editing and styling of Board Reports, Project Implementation Reports and Presentations for Public Forums. The subject matter was complex and a combination of Financial, Technical, Legal and Environmental issues.

I can recommend Vanessa to anyone, the results of her work were always outstanding”

Peter Russell, author of ‘Dancing with a Chameleon’

“I briefed Vanessa Tripodi of Peruse writing & editing to write a synopsis of my book ‘Dancing with a Chameleon’ to feature in my New York publisher’s pitch to Hollywood studios. Vanessa provided me with a comprehensive draft as well as a full characterisation file within five days, discussed possible changes and scenarios and had final documents ready to send to the publisher a week later.

Her attention to detail was impressive which provided me (and my publisher) with a high level of confidence in her work and her approach to a difficult task was savvy and fully professional. I intend to provide her with drafts to edit my next two books as I have no hesitation of recommending her services.”

Paul Leasure, Love Fine Art

“I have used Vanessa repeatedly to write copy for my web site. Her work is excellent and she is very creative. The only reason I can think of not recommending her, is so that I could hog her to myself. She has proven herself consistently creative witting on topics that required research in order to successfully articulate.”

Rosie Shilo, Virtually Yours Virtual Assistants

“I was really impressed with Vanessa’s article that was written for Executive PA about Virtual Assistants and incorporated the views of some of the VAs within my own network.

The writing was informative, concise, and interesting to read. I have recommended Vanessa’s work to a number of potential clients and will continue to do so.”

Mike Hanley Professional Writer

“Vanessa Tripodi is a pleasure to work with. I have asked her to do the impossible on a number of occasions, not least when I needed a 30,000 word report read and edited within the week, a task that would have been beyond anyone else. She did it with aplomb and good cheer, and, importantly, charged a reasonable fee as well.”