



SHANNON TAYLOR

Shannon Taylor writes and edits in Prescott, Wis., where she and her husband are outnumbered by four kids, a dog, two cats and a guinea pig. She and her 13-year-old just won NaNoWriMo —i.e., completed a 50,000-word novel between Nov. 1 and 30.

How long have you been a writer and editor?

I got hooked on writing in third grade when my story “A Freckle Named Beckle” was published in the school newsletter. I created my own newsletter in fourth grade and have been writing and editing ever since.

How would you describe what you do?

I write and edit educational materials, newsletters, articles and essays; build websites; and blog at www.amomsyear.com/.

What do you enjoy most about your work?

Nabokov said, “Genius is finding the invisible link between things,” and for me, that is the heart of writing. Whether I’m writing or editing, I love finding ways to connect the reader to the text. If someone tells me that something I wrote made him or her cry, that’s the icing on the cake!

A good editor doesn’t just say, “That doesn’t sound right” but is able to give specific, concrete reasons for changes.

What is the best advice you ever received?

Justin O’Connell, an English professor at the University of Minnesota, taught the importance of knowing the tools of our trade. A good editor doesn’t just say, “That doesn’t sound right” but is able to give specific, concrete reasons for changes.

What is one thing people don’t know about you?

I started taking tap dancing lessons after I turned 40.

When do you do your best work?

I do my best work when the kids are in school and the dog’s worn out from her walk. —

Visit Shannon’s website at <http://shannon-taylor.com/> and connect with her at www.linkedin.com/pub/shannon-taylor/17/638/a7b.

SHARE *Your* THOUGHTS

Self-promotion

WE BEGIN OUR self-promotion feature with Srinivas Rao, who has strong ideas about what it means to be a successful blogger. He writes in “The Small Army Strategy,” “Just because a post is popular on social media doesn’t necessarily mean it’s valuable for your customers or your business.” Read below for another of his refreshing quotes.

Then author Melanie Pinola recommends we ask ourselves some key questions while writing our LinkedIn profiles. — Margo Dwight, editor of Networking News

Be unconventional to get results

If you want to get results that other people haven’t, you have to do things that have never been done before. In order to do that you have to take everything you’ve learned and adapt it to your unique skill sets. You are not going to stand out by simply regurgitating what you’ve read elsewhere. — Srinivas Rao, “The Small Army Strategy” — **MD**

Answer these questions before you write your LinkedIn profile

How do you want the world to see you professionally? What kinds of work do you enjoy doing? Why are you on LinkedIn? Those are the questions you should think about when creating your LinkedIn profile, so it’s aligned with your personal brand. While marketing-speak like ‘personal brand’ feels fake to many of us, we’re really just talking about setting the right tone for your profile and positioning yourself for the kinds of opportunities you’re interested in. — Melanie Pinola, “LinkedIn in 30 Minutes: How to Create a Rock-Solid Profile and Build Connections That Matter” — **MD**

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Emily Gable is a freelance editor who specializes in horror and dark fantasy. See www.bubblynerd.com/.

Milo Grika is a senior technical writer and senior editor with an emphasis on user and procedural manuals.

Shaun Strohmer lists the following specialties: writing, research, high-level editing, project management, captioning and content creation.

Anthony Theis researches, writes, illustrates and electronically produces instructional documentation.