



AI for Editors Training Proposal

Submitted By

Erin Servais

AI Training Consultant

www.aiforeditors.com

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Goals and Key Benefits

The objective of this training is to equip your editorial team with practical AI techniques to optimize daily operations. By integrating AI, your editors will achieve greater efficiency, accuracy, and consistency, leading to improved content quality, faster turnaround times, and increased overall capacity.



Increased Efficiency

Equip staff with AI-assisted editing techniques and automate repetitive tasks, leading to a faster, streamlined content review process.



Improved Quality

Integrate AI tools to improve precision and consistency of copyediting, minimizing errors and ensuring high-quality output.



Optimized Content

Leverage AI to assist with substantive content improvements, enhancing relevance and engagement for target audiences.

Meet the Experts

ACES: The Society for Editing Board Member

UC San Diego Editing Instructor

Financial Times–Featured Editing Expert

AI for Editors Creator and Instructor



Erin Servais

Erin Servais is an editor and instructor who teaches editors to upskill with artificial intelligence. She serves on the board of directors for ACES: The Society for Editing and teaches editing for the University of California, San Diego's editing certificate program. Erin has presented about editing, entrepreneurship, and artificial intelligence for the Professional Editors Network, the Editorial Freelancers Association, Editors Canada, the Northwest Editors Guild, and ACES, and she has been a guest lecturer at the University of North Carolina at Chapel Hill School of Journalism and Media. She has taught her AI for Editors course to students from over 20 countries.

FEATURED IN



Meet the Experts

Amy Frushour Kelly is a New York City-area editor, instructor, and content policy consultant. She is an outspoken advocate for the ethical use of generative artificial intelligence, presenting at conferences and as a guest lecturer on AI ethics for editors. Amy has 30 years of editing experience, working in journalism, technical writing, finance, and content marketing. In February 2023, in response to receiving a piece of AI-generated copy, she developed one of the first GenAI content policies in the accounting and advisory industry. Amy serves on the board of directors for ACES: The Society for Editing.



Amy Frushour Kelly



Jennifer Yankopolus

Jennifer Yankopolus has been editing in the architecture and design field for 25 years and is an instructor in the University of California, San Diego Copyediting Certificate Program. Since 2020, she has been helping editors worldwide to increase their productivity by using macros. Jennifer regularly leads classes on macros for editing organizations in the United States, Australia, and South Africa and webinars for international groups like the European Association of Science Editors and ACES: The Society for Editing. She also writes the Macro of the Month newsletter.

AI Editing Efficiency Bundle

Editing Efficiency through AI Automation

Instructor: Erin Servais

01 Copyediting

AI can automate basic copyediting, allowing copyeditors to complete their first editing pass in minutes and focus on refining text. This lesson teaches this automation process and provides customizable prompt templates that will allow editors to perform first-pass edits in seconds.

LEARNING OUTCOMES

- Outline AI copyediting abilities
- Compose AI prompts that execute copyediting tasks
- Recognize opportunities for workflow integration

02 Line Editing

AI can expedite numerous line-editing tasks, including condensing text, adjusting format, drafting headlines and decks, following complex style guidelines, and revising for tone and audience appropriateness. This lesson illustrates opportunities for use and prompting methods to accomplish these time-saving uses.

LEARNING OUTCOMES

- Detail AI line-editing capabilities
- Design AI prompts that complete line-editing tasks
- Designate areas for workflow integration

03 Content Editing

AI's analytical and idea-generation capabilities empower editors to conduct deeper and more valuable content edits. With AI prompting from this lesson, editors can automate high-level evaluations of structure, style, tone, and audience fit. Then they can synthesize the data into a revision plan.

LEARNING OUTCOMES

- Identify relevant content analyses
- Construct prompts that guide AI to produce content evaluations
- Combine AI analysis and idea generation into editing workflow

04 Fact-Checking and Research

AI tools allow editors to finish fact-checking and research duties in record speed, tracking down in seconds or minutes difficult-to-find sources. In this lesson, editors will learn how to write research and fact-checking prompts for ChatGPT and will explore Perplexity's research functions.

LEARNING OUTCOMES

- Recognize AI research and fact-checking capabilities
- Write AI prompts to conduct research and fact-checking
- Outline Perplexity's research abilities and workflow

Macro Mastery Bundle

Microsoft Word Efficiency for Faster Editing

01 Getting Started with Macros (Lecture and Demo)

Learn how to boost editing efficiency by using Microsoft Word macros. They make fact-checking, copyediting, consistency checks, and other tasks lightning fast. This lecture and demo will give your team step-by-step guidance on installing and using macros plus access to 1,200 ready-to-use macros. It will also prepare editors to use the custom macros they can create using ChatGPT.

Instructor: **Jennifer Yankopolus**

LEARNING OUTCOMES

- *Understand role of macros in editing and formatting*
- *Implement preprogrammed MS Word macros to automate tasks*
- *Install and manage macros*

02 Making DIY Custom Macros

Macros are shortcuts that do many editing steps at once, making repetitive editing tasks quicker and easier. ChatGPT can create custom macros in mere minutes. Whether you need project-specific macros or a set of macros to kick off every new assignment, ChatGPT macros will unlock the full powers of Microsoft Word's efficiency so you can do in a keystroke what used to take hours.

Instructor: **Erin Servais**

LEARNING OUTCOMES

- *Identify use cases for custom MS Word macros*
- *Create custom macros using ChatGPT*
- *Run custom macros in MS Word*

Jennifer Yankopolus is available for hands-on live walk-through and troubleshooting of macro setup for both PC and Mac for an additional fee.

AI Content Policy Bundle

Building the Framework for Ethical AI Use

Instructor: Amy Frushour Kelly

01 Essential Elements of Content Policy

An AI Content Policy is a statement of position and use of AI in the writing and editorial processes. This lesson shows your leadership team how to draft comprehensive AI policies that maintain accountability, transparency, compliance and oversight, and manage risk, all tailored to your particular editorial needs.

LEARNING OUTCOMES

- *Learn ethical best practices*
- *Determine policy format and involved/affected parties*
- *Write context-specific disclosures*

02 Future-Proofing AI Policy

The most effective AI policy is one that works both in the short and long term. Future-proof your AI policy with an integration plan to support staff's expectations, develop usage metrics, and balance innovation with ethics. Foster an AI-aware culture with emphasis on learning and consistency.

LEARNING OUTCOMES

- *Identify how to maintain policy*
- *Create collaborative AI use protocols*
- *Establish processes for reporting and addressing issues*

03 AI, Ethics, and the Art of Disclosure

Transparency in AI use is critical. This general-audience session addresses the need for transparency with clear ethical guidance for communicating AI involvement effectively. Through interactive discussion and live practice, staff learn to write disclosures that inform, respect, and build trust with readers.

LEARNING OUTCOMES

- *Define substantive vs. assistive AI usage in text and imagery*
- *Establish standards for AI disclosure across content types*
- *Write clear disclosures that respect and inform the audience*

Amy Frushour Kelly is available for follow-up consultation sessions for an additional fee.

À La Carte Classes

Order Alone, Combine, or Add to Bundles

Instructor: Erin Servais

01 AI Content Planning

Transform content planning with AI. This class offers innovative AI strategies to brainstorm content ideas tailored to themes, trends, audience needs, and SEO. Learn how to use AI to streamline the ideation process and develop content calendars and briefs efficiently. Never worry about coming up with fresh ideas again.

LEARNING OUTCOMES

- Use AI to brainstorm content that resonates with a target audience
- Implement AI research methods to gather info, trends, and examples
- Investigate AI's ability to draft content calendars and briefs

02 AI Writing

AI can assist writers throughout the writing process. This session illustrates how to use AI as a tool to help with brainstorming, outlining ideas, and writing drafts according to appropriate tone, style, and voice.

LEARNING OUTCOMES

- Craft AI prompts to do writing-related tasks
- Explore ways to incorporate AI into the writing workflow

03 Better Readability with AI

Whether its content written by Subject Matter Experts and non-professional writers, jargon-filled technical texts, or other complex writing, AI can increase readability, employ plain language principles, and meet audience needs.

LEARNING OUTCOMES

- Implement AI strategies to lower reading level
- Determine prompts best suited to address issues of clarity and flow

04 DIY Custom GPT

In this hands-on session, learn how to build a mini ChatGPT trained on your company's text that gives feedback on drafts, acts as your ideal customer, and provides other valuable insights.

LEARNING OUTCOMES

- Recognize business use cases
- Reproduce process of constructing custom GPTs

Custom Sessions Available: Interested in an idea you don't see here? Custom workshops are available at additional cost.

Your Investment

Whether purchasing a single class or bundle or mixing and matching for the perfect training solution, here's what's included:

- Training tailored for your team with relevant use cases
- Option to incorporate your company's text in examples
- Q&A and hands-on practices
- Recording and license for internal use
- Review and approval of workshop materials

No. of Lessons	Session Length	Students	Cost
1 lesson	90 min	1-25	\$2,000
2 lessons	90 min	1-25	\$4,000
3 lessons	90 min	1-25	\$5,500
4 lessons	90 min	1-25	\$7,000
5 lessons	90 min	1-25	\$8,500
6 lessons	90 min	1-25	\$9,500
7+ lessons	90 min	1-25	inquire for details

Looking for shorter session lengths or larger student groups? Email Erin@aiforeditors.com to receive an estimate.

Why Choose AI for Editors



After taking Erin's AI for Editors course and seeing how valuable it was, I invited Erin to present three in-house training sessions to my team at Dragonfly Editorial. Just three hours of insight from Erin moved our entire team light years ahead in how we're using AI on our writing and editing projects. The learning gained from these sessions was 100% worth the investment.

—Samantha Enslin, CF APMP Fellow
President, Dragonfly Editorial

AI for Editors proved to be an enriching experience, with content that was relevant and up-to-date. I learned how to better engage with AI tools in the editorial process. Erin's discussions were both insightful and thought-provoking, offering a well-rounded view of the potential changes and adaptations in the editing field.

Overall, the course was a worthwhile investment of time. It not only broadened my understanding of AI in editing but also provided practical tools and knowledge that can be directly applied in the professional setting. AI is no longer as daunting or as much of a mystery as it was before I took the course, and I'm now even more captivated by its capabilities!

—Deanne McCarrison
Documentation Manager, Acclaro Valuation Advisors

AI will increasingly be a part of an editor's world. This course is very useful in showing how AI can improve an editor's workflow and support their editing. AI can allow a freelancer to become a team of editors. More importantly, this course forces editors to confront the reality of AI in the workspace and understand its current abilities and limits.

—Murray Hay
French Translation Editor, Maxafeau Editing Services

AI for Editors is the right course at the right time with the right content. It taught me the basic AI editing and AI technology skills I was long overdue in learning, through a videoconference format that was inviting to learn and collaborate with others through, and from an instructor with impressive AI experience and credibility earned through being a longtime member of and leader within ACES: The Society for Editing.

—Joseph Priest
Content Strategist, Schifino Lee Advertising + Branding



Process

At AI for Editors, collaboration, quality, and integrity are core values. We are committed to delivering custom training that is comprehensive and that aligns with your organization's values and standards. Throughout the development process, we will work together to ensure the material effectively meets the needs of your team. Our shared dedication to excellence will result in training that empowers your editors to succeed.



Planning Session

Collaborate with internal project owners to define key topics, use cases, and desired outcomes and to create the project timeline.



Deliver Draft for Review

Submit initial draft of training materials for review. Internal project owner will gather feedback and suggestions from key team members.



Deliver Revisions (up to 2 rounds)

Engage in up to 2 revision rounds to ensure alignment with objectives and inclusion of relevant use cases. Deliver revised training materials that incorporate feedback.



Revision Review

Conduct a dedicated session to review the revised training materials with internal project owners. Address any remaining considerations and finalize the content.



Compliance Review

If required, submit finalized training materials for compliance review to ensure adherence to legal, regulatory, and company policies. Make any necessary adjustments based on compliance feedback.

Next Steps

As you review this proposal with your team, please don't hesitate to reach out with any questions. We are committed to ensuring this training aligns with your organization's needs. Once you're satisfied with the proposal, we can discuss next steps, such as finalizing the curriculum, setting a timeline, and arranging logistics. We look forward to working together to deliver a transformative learning experience for your team.

Contact Erin Servais



www.aiforeditors.com



erin@aiforeditors.com



www.linkedin.com/in/erin-servais/



(612) 840-7298

Cutting-edge technology is no longer optional.

AI for Editors is here to guide your company into the AI-driven future. By investing in this training, you're ensuring your company is prepared to adapt, innovate, and succeed in the evolving landscape of work.

