Elite Editing

Content Editing Test

***About content editing at Elite***

Thank you for your interest in testing for Elite’s content editing service line! The rate for this client is $0.01 per word. Article lengths and turnaround times may vary based on client needs.

Your primary task as a content editor will be to assess whether an article satisfies the client’s needs. To do this, you will request writer revisions as needed and then quickly smooth out the copy. Ultimately, your long-term aims are to (1) help writers improve their ability to write an article that addresses all necessary requirements **and** (2) recognize when a writer isn’t improving and needs to be cut from a specific client.

#### *About Completing and Submitting This Test*

1. When you’ve completed this test (as well as any other tests you’ve decided to take), please[click here](https://app.smartsheet.com/b/form/876144bc29064ec89dcad97a33f40ffa) for a submission link.
2. Once you’ve opened the submission link, answer the questions on the upload form, attach *all* completed tests, and then hit “Submit.”

## **Test Instructions**

This test includes three separate documents:

1. **[The Step-by-Step Guide](https://docs.google.com/document/d/1_LC7hUj4dSJqZuCUPW27iLHKuMs8oonGJx6qb-enqBI/edit?usp=sharing).** The step-by-step guide provides you with the detailed process you’ll follow to successfully complete the test. (Read this guide before moving on to the project brief.)

1. **[The Project Brief](https://docs.google.com/document/d/1ba03oPUlDorFJULLwzUK8WYjvPKVK1KB/edit?usp=sharing&ouid=117983739188502101741&rtpof=true&sd=true).** The project brief gives broad but vital style guidance. You’ll need to ensure that the article follows the guidelines and styles laid out in this document. (If you haven’t yet read the step-by-step guide, do that first.)
2. **The article file (the Word document you’re reading now).** This file includes three sections: (1) the in-task instructions you’ll need to successfully evaluate the article, (2) the article you’ll be reviewing/editing, and (3) a revisions section, where you’ll communicate with the writer to request any needed revisions and give feedback.

Please track your copyediting changes on the article using Word’s Track Changes feature. ***Please do not leave comments in the margins.*** You will communicate with the writer exclusively in the “Feedback” section following the article.

***STOP!***

***Please read the*** [***step-by-step guide***](https://docs.google.com/document/u/1/d/1_LC7hUj4dSJqZuCUPW27iLHKuMs8oonGJx6qb-enqBI/edit) ***and*** [***project brief***](https://docs.google.com/document/d/1ba03oPUlDorFJULLwzUK8WYjvPKVK1KB/edit?usp=sharing&ouid=117983739188502101741&rtpof=true&sd=true) ***in full before you begin working the test below.***Once you’ve finished reading those two documents, you’ll come back to this file and complete the test by using what you learned therein.

# Article, In-Task Instructions, and Revisions/Feedback

# In-Task Instructions

# Article Topic: “Building a Green Business Plan”

Write a unique 500-550 word blog post on a specific subject. Be sure to create an original title, follow the prompt, read the special details and include the special paragraphs.

Before writing:

- read the prompt carefully

- read any available special paragraph info and any special topic details

- take note of the specified location and target audience

Prompt: An article that inspires entrepreneurs to consider building out a “green” business and marketing plan. Should discuss all the major steps they will need to take in order to start a sustainable business.

Ecopreneurship 101: a Guide for Future Green Business Leaders

>> Key Outcome

inspire entrepreneurs to consider a green business

>> 1 sentence description of the article’s outcome for reader

This article provides “ecopreneurship” inspirations and then outlines an approach to building out a “green” business and marketing plan

>> Audience + Approx Experience Level:

Audience is capable of starting a business but has not done so yet.

>> Outcome this Article Enables for Audience:

This article puts a “greenprint” into the hands of its readers so that they will know all the major steps they will need to take in order to start a sustainable business.

>> “Object” Upon Which the Audience Works/Operates/Practices for Outcome

Audience in this case works upon their future source of income, as well as the planet’s future well being.

>> Any Unwanted or “Negative” Outcomes that Could Occur in Pursuit?

Reader’s business could fail, reader could quit a lucrative job without fully validating the profitability (viability) of their business.

>> List Some of Outcome-required “Ingredients/Costs”

1) an understanding of “green” and how to look at business opportunities through a “green” lens

2) standard startup costs for a given type of business... + extra for the green angle

3) brief, inspiring profiles of green businesses and their founders

>> Key Paragraph Instructions:

Include a paragraph on marketing a green business

Special Paragraph 1: Include a section on finding freelancers to help develop and grow your business. Mention that the right job board can connect you with reliable and capable candidates. For example, you can find virtual receptionists (name 2 other possible freelancers you can hire) and weigh reviews, experience, and cost.

Special Paragraph 2: -

Special Paragraph 3: -

Special Topic Requests: -

Location: Queensland, Australia

Publisher Domain (Website): findnetsolutions.com

Number of External Links: 5 to 8

Word Count: 500-550

--------------------------------------------

Writer/Editor Checklist

- Is the article title unique?

- Does the article follow the prompt?

- Geo: when orders specify a city/state, ensure that you mention the location throughout your text. Tailor your article to an audience from that location.

- Are All Headings in Title Case?

- Bulleted lists: is the introductory phrase bold and end with a period?

- Conclusion: is the conclusion brief (1-2 sentences), does it summarize the article’s point, is the H2 unique (not “Conclusion”)?

- Is all the requested information included (special paragraphs, special details, etc.)?

- CTA: does the CTA invite readers to visit the requested website (publisher’s domain)?

- Does the article contain 5 to 8 links?

- Is the article within the word count?

- Is the article written in second-person perspective (you, you’re)?

- Is the Oxford comma used?

# Article

**What to Expect When Opening a Green Business**

Whereas a traditional business finds resources and turns them into products for a profit, a green business cares about its impact on the environment. A green business seeks to turn a profit while minimizing its strain on natural resources such as water, energy, and raw materials. Other green businesses focus on cutting carbon emissions. If you’ve ever considered going into entrepreneurship, this article explains the reasons you should consider [‘ecopreneurship’](https://www.enicbcmed.eu/resmyle-eco-entrepreneurship-do-you-know-what-it#:~:text=Eco%2Dentrepreneurship%2C%20or%20ecopreneurship%2C,sustainable%20development%20while%20making%20profit.) and explains how to go about building a green business.

**The Advantages of a Green Business**

Green businesses present several attractions for aspiring entrepreneurs. First, by talking about how their business is good for the environment, green businesses have a good brand image which enables them to compete favorably. Consumers will [pay a premium](https://www.euromonitor.com/article/sustainable-food-will-consumers-pay-a-premium) for a product that’s produced sustainably. There is also evidence to show that sustainable businesses are very innovative in improving efficiency. This reduces their operating costs, thus improving their margins.

Considering changing regulations and the push for countries to reduce their carbon emissions, businesses with a big carbon footprint are in a rush to change their operating models. Businesses built to operate sustainably from the get-go, however, do not need to adjust. They are ready for any [legislative changes](https://www.business.qld.gov.au/running-business/environment/obligations) that may arise in Queensland, Australia.

There is also the satisfaction of knowing that you are working on a business that is beneficial to the planet’s well-being. In fact, this quality may attract and help keep talented employees who are altruistic about how they use their skills.

**How to Develop a Green Business Model**

The first step while building any business is to identify the problem you’d like to solve. Consider whether there are existing solutions in the market and how your business intends to compete. For instance, are you offering a product that’s more sustainably produced than what’s currently on the market? Are you creating a totally new product and carving out a niche market for it?

These questions can also help you find inspiration for a business if you currently don’t have one. For instance, you could explore an existing industry and improve upon its production processes or waste disposal methods.

Once you settle on a business idea, you’ll need people to help build it. They need to be people who can see and understand your vision while offering complementary input. Hiring people on a full-time basis is difficult and not always sustainable. Freelancers are a great option if you hire them as consultants or independent contractors for specific tasks. There are [job boards](https://themeisle.com/blog/where-to-hire-freelancers/) where you can find talented virtual assistances, copywriters, researchers, accountants, and more. You can vet them using their past reviews, years of experience, and how much they charge per hour.

Finding financing is perhaps the toughest task for entrepreneurs. It not only requires that you have a great idea. You should also be able to communicate the vision to prospective investors. Fortunately, today, there are individual investors and [dedicated investment funds](https://greenbusinessbureau.com/blog/top-6-financing-options-for-green-businesses/) geared toward financing green businesses.

**Risks of Green Businesses**

When building a green business, there are risks that the idea may not pan out as you initially planned. This is often on the mind of many people leaving employment to get into business. However, careful planning and hiring the right people help to mitigate the risk of business failure. Entrepreneurship requires you to be a problem solver and remain persistent when faced with hurdles.

**Do You Need Help To open a Green Business?**

If you are building a green business in Queensland, Australia, [visit our website](https://findnetsolutions.com/services/) for digital marketing solutions, information about Australian government business grants, web hosting, and other services that will make your business setup process smoother.

Feedback

Revision Request

If you feel the article needs to be sent back to the writer, please type your revision request below the line.

Final Feedback

Please type any final feedback you may have for the writer below this line.

Article Quality Rating (Please highlight your rating)

* **1**
* **2**
* **3**
* **4**
* **5**

***Reminder: To submit this test to Elite, please see “About Completing and Submitting This Test” at the beginning of this document.***