

## **Joni Aveni Associates Celebrates 20 Years of Proofreading, Writing and Editing**

Milford, CT – In Fall 2008, Joni Aveni Associates marked two decades of providing professional freelance proofreading, writing and editing services to clients in the Connecticut and Metro New York City areas.

The business started in 1988 with just two clients – one proofreading and one writing – and Joni’s reputation for clarity and accuracy soon spread. Within five years, her client base of marketing and advertising agencies and corporations had grown to include more than 50 clients.

“When I started offering my services, home-based businesses and telecommuting were revolutionary ideas,” Joni recalls. In the early years, proofreading jobs were transmitted via fax machine and writing projects were completed on a standalone word processor. Today, Joni’s home office is state-of-the-art, with most work transmitted electronically and edited using Word or Adobe Acrobat.

Joni credits her success to an understanding of all aspects of advertising and marketing. Having begun her career in New York City, she has experience on the agency, production and client sides of the business. “Knowing what the challenges are at every stage of production gives me deeper insight into my clients’ needs as well as a greater understanding and respect for the deadlines that are part of the package.”

For most writing projects, Joni uses background materials supplied by her clients or researched on the Internet, and conducts phone interviews before putting pen to paper. “It’s incredible how much you can learn about a person from just a 15-minute phone conversation,” she says. Her clients are often amazed at her insight into their business and philosophy after only one interview, and how she can intuitively weave that knowledge into a written piece that accurately reflects a company’s core values.

Some of Joni's most recent clients have included (insert list), for whom she has written corporate brochures, annual report copy, ads, newsletters, case studies . . . just about anything that can help a company translate its identity into the written word and give potential customers an instant level of familiarity and trust in a product or service.

"People are good-hearted by nature," Joni says. "And companies are made up of people. In my writing, I try to focus on the human side and create a sense of warmth. So someone looking at their marketing piece will say, 'Hey, they sound like great folks. I think I'll take my business there.'"

On the proofreading side, Joni concentrates on accuracy and readability. Her process involves reading each piece through twice: first for mechanics and second for sound. "I read everything out loud," she says, "because if it sounds wrong, it probably is!" And though in the ad world, copywriters are notoriously lax when it comes to playing by grammatical rules, there are still times when those rules are bent too far.

"You don't want ad copy to sound like a doctoral thesis, but on the other hand you want to make sure a company comes across as intelligent, not a laughingstock," Joni explains. She adds, "Mistakes are expensive – especially if they're discovered after a job has gone to print. I try to educate potential customers that they should make proofreading a standard part of the production process. A minimal investment upfront can potentially save thousands in reprinting costs down the line. Proofreading simply makes good financial sense."

There are no big festivities planned to celebrate the 20<sup>th</sup> anniversary of Joni Aveni Associates. "I'm just going to keep doing what I do best," says Joni, "and that's providing the finest proofreading, writing and editing services I can."