

# Substantive Editing Case Study

Collaborative article development with Brandon Carson

## The assignment

I provided substantive editorial guidance on a business article about artificial intelligence and the future of work. The surviving Google Doc records my comments alongside the author's responses, showing the editorial conversation rather than only the polished final text.

## Selected editorial direction

*"Move this paragraph to the end. This is a conclusion."*

This recommendation identified that a strong concluding idea appeared too early and repositioned it to improve the article's argument and flow.

*"Title your sections. 'The Coming Change' or 'AI Anxiety' or 'AI Impact.'"*

This feedback introduced a clearer information hierarchy and gave readers meaningful signposts through a complex topic.

*"Section Title: Preparing Your Teams"*

This proposed heading reframed a section around the reader's practical responsibility, strengthening both usability and audience focus.

*"Add that futurist stuff before this last sentence."*

This note called for missing support before the closing claim, improving the logic and credibility of the section.

## Research and source support

In addition to structural guidance, I supplied and discussed supporting sources from technology and business publications. That work helped the authors substantiate claims and connect the article's recommendations to current industry reporting.

## What the sample demonstrates

**Developmental editing:** strengthening the article's organization and argumentative arc.

**Reader-centered structure:** adding headings and framing sections around the audience's needs.

**Collaborative author support:** giving concise, actionable direction inside the working document.

**Research judgment:** identifying places that needed stronger support and suggesting relevant sources.

## About this portfolio copy

This case study reproduces selected editorial comments from the working document and explains the intent behind them. It omits document history and timestamps while preserving the substance of the editorial contribution.