Apr 15th, 2019

ML

Mark Lambert9:06 am

COMMENT

"The Department of Labor reports that those with business-related master's degrees earn an average of..."

This phrase appears verbatim in this site (https://mbanogmat.com/contact/) and others. Please reword or provide attribution.

ML

Mark Lambert9:11 am

COMMENT

"The world of business bleeds into nearly every aspect of the modern human world. It's the backbone o..."

I appreciate your engaging tone here, Lindsay. I'm a bit concerned though that it's just a little bit too "fluffy." For example, saying that business is the backbone of the US economy is accurate, but it also reads as being somewhat self-evident. Would you mind having another go at this opening paragraph, please? Your tone is great, but perhaps lead with a statistic or something else with a bit more of a factual dimension to it. It might also be good to feed in another keyword here, to get it in toward the top of the piece.

Writer 9:16 am

Hi, Mark. Thanks for the feedback. Absolutely! I will start working on this now and will have it revised soon. Thanks, again.

ML

Mark Lambert9:22 am

COMMENT

"By pursuing a career in business, you aren't boxed into the same job forever. The versatility of a b..."

Again, your polite professional tone here is engaging, but I don't think we're directly addressing the content the client has requested - ie business niche areas currently seeing the greatest demand for talent, and what personality types might best be suited to these areas. You could still retain HR and IT as your key examples, but can you reword it to capture that there is high demand in these sectors and provide some guidance on who these niches are suitable for. If you can add a few figures on demand in these sectors that'd be a great bonus.

ML

Mark Lambert9:32 am

Thanks Lindsay, I appreciate that! I'm still working through some edits but I'll have the piece sent back to you for editing within the hour. If you have any questions after you check out my edits you can always tag me here in chat and I'll be happy to talk through some options with you. Thanks again.

ML

Mark Lambert9:33 am

COMMENT

"Financial Analyst Product Manager Marketing Manager Business Analyst Accounting Manager Customer Re..."

I see why you may have opted for a long list in this section. Especially since a list was directly requested by the client. However, the length of the list is a bit problematic because it offers many options with little explanation or analysis. It also significantly breaks up the article. I think quality over quantity may be preferable in this case. Can you shorten this list (perhaps by using broader categories?) and then provide a very brief description of each. In other words, let's go with a shorter list which retains the article flow. You may need to make the paragraph above slightly shorter too.

Writer9:34 am

Sounds great - I'll wait a bit and then start working on it. Thanks again, Mark!

Mark Lambert9:39 am

COMMENT

"Strategic Management - beginning around $148,000 "

First up, I do like how you've directly addressed the client's request to detail top-paying career options by salary. Your inclusion of the salary range in the heading makes all kinds of sense. We're just hitting the same readability issue we encountered in the previous section. There isn't enough analysis and the article flow is broken. We're going to need fewer categories listed with some detail provided within those categories (hopefully hitting a few key words along the way.)

2 replies in this thread

Mark Lambert9:43 am

@lindsay j. I'm sorry to have thrown you a few curly ones here. I think you have the bones of this article but it's not quite hitting some of the points the client requested. Also, the list style you've used is tricky for an article of this size. If you feel a bit overwhelmed or unsure of how to tackle any of these requests, just tag me in here. We can brainstorm and find something which works. Thanks for your willingness to revise. That's greatly appreciated.

Apr 16th, 2019

Writer7:59 am

responded to "First up, I do like how you've directly addressed the client's request to detail top-paying career o..."

@mark Hi Mark, I collected all of your feedback and I am about to submit the newest version of this article. I appreciate your very helpful feedback and suggestions, and I now feel like this piece is a lot stronger! Please let me know if there is anything else I can change or if I missed something you explained earlier - I'd be happy to fix it. (Below is my reasoning for some of the revisions - just so you can see my thought process)

For the "In-Demand Careers in Business" section, I took your feedback and refocused this section to niche areas and skillsets. I think it flows a lot better now, and is what the client is looking for.

For the "Top Entry-Level Jobs for New MBA Graduates" section, I shortened and reorganized the information (based on candidate interest). I organized the information this way, so I wasn't only repeating the concentration (mentioned in the next section) but also still including h3s and more keywords.

For "Best Jobs by Salary for MBA Graduates" section, I took your feedback and condensed significantly to 3 concentrations, all the while expanding on each and providing job examples. I was able to hit more keywords as well here like requested.

Apr 16, 8:00 am

Mark Lambert8:49 am

@lindsay j. This is so much stronger! It reads significantly better now and is more authoritative while retaining your warm tone. The stat you led with in the intro is a strong opener. I also note we have a lot more keywords now. Always a plus. Thank you for your edits and work ethic.

I made a few changes here and there, most of them simply to ease the reader's transition into new information.

Just one thing to watch out for. Please employ Title Case for subheadings unless a brief instructs otherwise. :) Minor thing, just makes my life easier!

Thanks, @lindsay j. - passing this up the line now.

@luke for your review

Apr 16, 8:51 am

Writer9:07 am

@mark Hi, Mark. Thank you for the feedback and your comment! Also, thanks for the tip about the subheadings (the title case) - I always tend to forget about that.