



Before and after


These samples were taken either from work I was asked to revise or from the Internet. All have been cleaned to protect the company's privacy.

Their French text	Their English text	The Quill's version
XXX a vocation à accompagner les entreprises et les institutions dans la conception et la mise en oeuvre de leurs stratégies de communication Financière et de Développement Durable.	XXX follows companies and institutions in the creation and application of their financial communication strategy and in sustainable development.	XXX works with corporations and institutions to shape and achieve their financial communications and sustainable development strategies.



Using active verbs rather than nouns heightens impact.

<p>Acheter "intelligent et utile", c'est possible...XXX soutient l'action YYY en France, une collection et une initiative économique globale unique en son genre .. YYY réunit les marques A, B, C, D et E dont 50% des bénéfices des produits seront ensuite reversée au ZZZ pour lutter contre le sida.</p>	<p>To shop intelligently is more possible than you think and XXX shows you the way via supporting ZZZ in France (a collection and an economically global initiative)...YYY teams up with A, B, C, D and E to donate 50% of all proceeds directly to ZZZ to support the fight against AIDS.</p>	<p>"Intelligent and useful" shopping is possible... XXX supports YYY in France, a novel global economic initiative launched by (famous person) and (famous person). YYY brings together A, B, C, D, and E to donate 50% of the profits from product sales to ZZZ to support the fight against AIDS.</p>
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 *Proceeds and profits (bénéfices) are not the same thing! This error can be costly.*

<p>Demain l'Homme devra réapprendre à vivre en équilibre avec la Nature, à l'image de ces communautés qui savent prélever les justes et nécessaires ressources. Les animaux sauvages sont les nourriciers de ces populations, des acteurs clé de l'écotourisme et les régulateurs irremplaçables des écosystème. Demain les hommes devront mieux cohabiter avec ces animaux qui assureront leur survie.</p>	<p>Tomorrow mankind will have to learn again ways to live harmoniously with nature, like those communities who take with consideration the necessary resources. Wild animals are the food of these people, their existence is key to ecotourism and is crucial to the ecosystem. Tomorrow human beings will have to live more responsibly with the animals to ensure their own survival.</p>	<p>Tomorrow, Human beings must learn once again to live in equilibrium with nature. Communities that use only the natural resources they need understand that wild animals are more than just a source of food. They are key players in ecotourism and irreplaceable regulators of the ecosystem. Humanity's survival depends on human beings' ability to live in harmony with these animals.</p>
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★ *It is best to avoid sexist writing when possible, shorten sentences to improve Web legibility, and use affirmative statements to drive home key messages.*

<p>(no French version)</p>	<p>XXX Switzerland keeps its external and internal stakeholders informed by biannually publishing an environmental as well as an CSR report. The reports build on a large data base and are validated by external auditors. Backbone of the reporting is the ISO 14001 based environmental management system YYY. It provides key figures and measurable targets. The Environment Action Team is responsible for the environmental policy, strategy and reviewing targets and the ZZZ Team is responsible for executing the strategy, training and auditing.</p>	<p>XXX Switzerland publishes an environmental and CSR report twice a year to keep its external and internal stakeholders informed. The reports draw on a large database and are approved by external auditors. The backbone of the reporting is YYY, the ISO 14001-based environmental management system. It provides key figures and measurable targets. The Environment Action Team sets environmental policy, defines the strategy, and reviews targets, while the ZZZ Team oversees implementation, training, and auditing.</p>
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★ *Put the most important information at the start of a sentence. Engage the reader by using active verbs rather than nouns. Don't mix nouns and verbs in a list.*