

KEVIN WHIPPS

COPY EDITING
PORTFOLIO

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Hi.

My name is Kevin Whipps, I'm a writer based in Arizona, and I need a better headshot.

I've been writing professionally since 2000 or so, as an editor, writer, copy editor, author, copywriter and copy director. In that time I've published dozens of magazines, produced two books, written hundreds of headlines and even moved a few times. I currently live in Tucson, Ariz., but I'm open to relocating for the right position.

This portfolio is a way for me to consolidate all of the work I've done in various genres — and there's a lot of stuff to dig through. But if it does nothing else, it should give you an idea of what kind of writing I do, and the work that I'm capable of producing.

If you want to talk further, I'm on the socials pretty much everywhere as [@kevinwhipps](#). Or you can always email me at me@kevinwhipps.com.



Kevin Whipps

TESTIMONIALS

Knew Kevin through mutual connections in the days of the Internet when blogging was the new hotness. Later, I came to work with Kevin as he was editor on an exciting new startup brand with expressions across print and digital platforms. He contracted me to write for him and I found the experience to be in the top 1% of editors I've ever worked with. He was timely, diplomatic and incisive with his edits and the final result frankly made me look like a better writer than I actually am. He's great! Work with him! I say this as a chief content officer for a major publisher and also as an industry veteran of 30 years who has worked with the best and worst the industry has to offer. Kevin is the real deal. Would cheerfully recommend him to anyone needing a quality wordsmith, and can only hope for the day when we might one day work together again on something. Anything!

Stephen George
Content Leader
Kalmbach Media

Kevin is an exceptional editor who not only pays attention to the details, but also will passionately advocate for good content and processes. He's got a proactive ethic that steps up to any project and is responsive to input from the rest of the team. Any publication would be lucky to get his talented hand.

A.J. Hackwith
Author
The Library of the Unwritten

I am so lucky to have been able to work with Kevin on Rebel. He is easily the most organized and driven editor I have met. Kevin has never missed a deadline and is easily the most important person to have on your team. Coming from the design side, these skills are make or break in the publishing industry. He not only has eyes like a hawk for editing, but he has an amazing way of telling stories that are thought provoking and inspiring.

Jenny Poon
Founder
CO+HOOTS/HUUB

Kevin Whipps and I both worked as copy editors at 944. During that time, we worked both together and separately on various projects. Kevin was always prepared and extremely organized, and he was great at brainstorming new ways in which we could streamline our department and production procedures. He is an incredibly detail-oriented worker who sometimes goes to great pains to do whatever it takes to guarantee that his finished product is not only his best possible work, but also exactly (or even above and beyond) what his client or coworker had in mind, making him an absolute pleasure to work with. Kevin is the guy you go to when you want something done right the first time.

Marie Look
Digital Editor
Masterclass.com

GETTING STARTED

unfortunately, you don't. It's difficult to pick them out just by looking at pictures, but in general, read the reviews, make sure the sheet metal gauge is noted and is correct to your truck, and that the price doesn't seem to be too good to be true.

Who are the good guys here? Dynacorn, Classic Industries, Goodmark, and AMD are a few, particularly for sheet metal. If you look at them as a starting point, you have a solid foundation.

Going back to your level of restoration, the one you pick will determine which parts you need to buy. If you're meticulous about keeping your truck absolutely original, then you'll need to go with NOS parts or just putting more time into restoring what's on the truck. This will cost more and take more time, but there is a potential for added value in the end, particularly with other collectors.

If the goal is instead to build a daily driver, reproduction parts might be just fine. And if the component you need is one that will degrade over time—rubber window moldings or taillight seals, for example—then buying something from the aftermarket might work as well. Aftermarket parts aren't NOS because they're not made by GM, and they're not reproduction because even though they may fit like stock, they don't look or function like stock parts. Let's take the stock hood hinges, for example. Often you'll find a truck with the back of the hood popped up slightly and misaligned, and that's because the rivet between the moving parts has worn out, causing play. Some aftermarket hinges remove the spring entirely and replace them with gas-charged shocks. They function and look better, but by no means are they authentic.

At the end of the day, this is all your call. If you're insistent on NOS parts, then by all means, use authentic NOS parts. But if you're a bit more flexible or less particular, aftermarket or reproduction parts could fit the bill.

Using a Parts Vehicle

Before you find your perfect project, you're going to find more than a few duds. Sometimes they're missing a title, other times it's missing a bed. Or cab. Or everything but doors and a bed. Either way, typically the truck is cheaper than usual. And if the parts on that truck are needed for your build and the cost is cheaper than buying NOS, then you might have the perfect parts vehicle in front of you.

Think about how a junkyard works. They buy cars and trucks from insurance companies and local wreckers that no longer function for one reason or another. They buy them cheap then put them in a huge yard for people like you to wander around and get what they need. Then they mark up those prices accordingly, and by the time the vehicle is nothing but a stripped-down shell, they've more than made back their initial investment.

Now let's take your truck project. Say you need a pair of doors for your 1972, and they have to be 1972 doors because of that screw hole that only they have. You find a truck that's got doors in amazing condition, but it was pinched in a front and rear collision, making the rest of the truck essentially worthless. Oh, and it's missing the title. If that person was selling the entire truck for less than the cost of a pair of similar doors from a junkyard, and/or they're just easier to find, then it might be worth picking up the truck. Then, should

there be other parts along the way that you need, maybe they're on that truck, maybe not. And when you're done, you can sell it just like the original guy and move on your way.

All that said, the main reason why many in the 1967–1972 restoration crowd would purchase a parts truck comes down to two things: the frame and the bed.

If you want a short-bed truck, you're going to have to do some digging. Chevrolet sold substantially more long-bed models than short-beds, and the people who own them typically know how much they're worth (particularly the fleet-side models). The two defining characteristics of a short-bed are the bed (naturally) and the frame underneath, both for the shortened length. Although you can shorten a long-bed frame to match the short-bed's dimensions, a purist prefers the original chassis, not one that's been cut and re-welded. Hence why the bed and the frame are so popular in a parts truck. In fact, sometimes there are parts trucks available that are just frames and beds because the current owner needed everything else for their own project.

One last thing to note: trucks without titles are usually missing it for a reason, and although they are numerous, there's a nefarious one that stands out: theft. The same applies for trucks with VINs that look like they've been removed or are missing entirely. And should you decide that you want to buy a parts truck for the cab, know that swapping out the VINs is illegal in most U.S. states.

Parts Organization and Cataloging

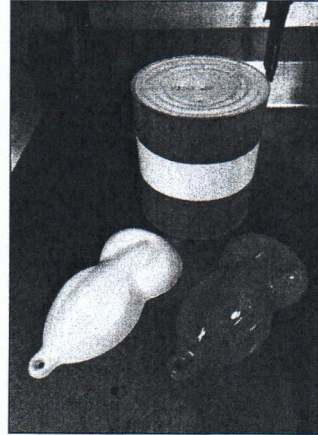
You're going to have a lot of parts floating around your shop, par-

Spraying Paint Samples

Picking out a color can be tough to do, particularly if you want to go slightly outside of the box—a different black than standard, or adding a pearl, for example. How do you figure out what will look good on your truck? Easy. Spray a sample.

You can often get one-quart or smaller cans of paint from your supplier, as well as these cool little plastic car models. The cars are made to be painted while hung, and when they're in the sun you can see how the light plays off all the different surfaces.

It's a simple thing to do, but by spraying out your color(s) first, you can see how good (or bad) they look in real life. And that'll save you time and money in the long run. ■



Spraying off the color on a sample plastic car or even an old can will show you what your truck could look like.

also possible that your glovebox SPID and truck's VIN don't match, giving you a whole other bag of issues. If that's the case, one starting point is with the firewall and doorjamb. If they're the same color, then you could use that as your ^{baseline} starting point. It's even possible that you don't have to respray them because they're in great shape. (Not probable, but possible, sure.)

So then there's the final option, when everything else has gone south: pick your favorite factory color. One great reference for colors is Paintref.com. Just pull your year and model and they'll give you a long list of the available options. And as a bonus, the letters "G B Y" on the side stand for Google, Bing, and Yahoo, and if you click the respective letter, you'll see a search for that specific color. That's a great way to see what you're getting into.

Your next decision becomes about how you want to paint the truck. Do you want a single color or a two-tone? Which level of two-tone do you want? The one from your particular trim level of truck, or one from a different year or trim level?

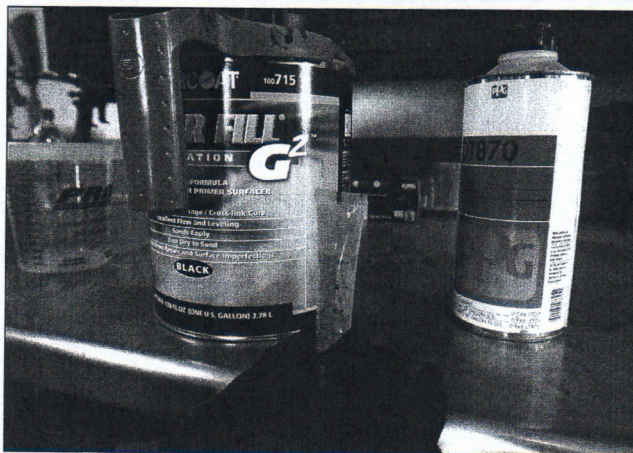
A factory restored truck will use factory colors and color schemes for that year. Not every truck had a two-tone as an option, but lots of people like that look and go with it anyway. It's up to you at the end of the day, and it goes back to your level of restoration.

All that said, it is your truck, and you can do what you want. ^{it's your call.} So although a truck restored to factory conditions *should* have a factory paint color, you can do what you want. It's your truck, have fun with it.

Primer

Once all of the bodywork is done, the next step is to prime your truck. The idea behind primer is twofold. First, it seals up all of the bodywork and bare metal on your truck, which gives the paint an even surface to work with. It's also there to be sanded smooth so that you can really nail that flat finish you're going for. It's not quite bodywork in a traditional sense, but it is a way to fine-tune what you're doing for a perfect result.

Mixing Primer



Polyester and epoxy primers come with hardener, as shown here in the clear tube. To the right is reducer. Not everyone uses a reducer when they're spraying primer, so it's not standard, but it does help it flow easier.

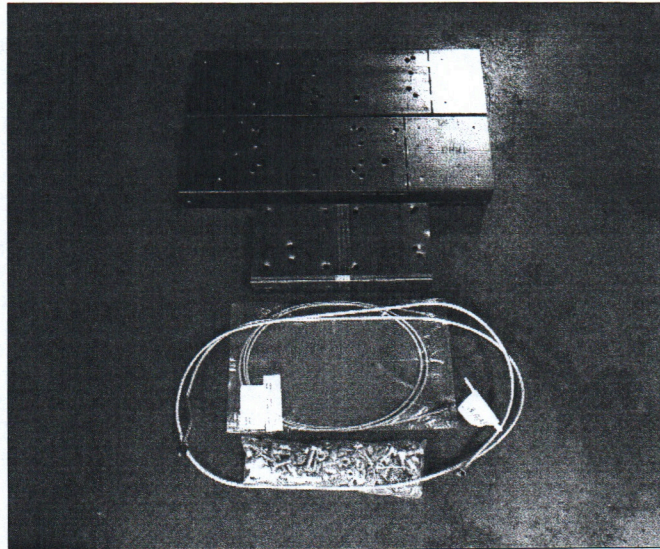
Can that fit on the same line?

Should be a
SIDEBAR

Long-Bed to Short-Bed Conversion Kit

How popular are long-bed to short-bed conversions? Enough that Brothers Trucks decided to make a kit to do just that. They have two options for this era of C10s—1967–1971 and 1972—and both of them run the same price at \$469.

Now this is not a necessary thing to purchase if you want to cut down your long-bed truck. But it does take a lot of the fear out of the whole process. The kit comes with a pair of steel brackets that act as templates through every step. And when you're done, they turn into the fishplates you need to bolt your frame back together and then weld up. They also have shortened brake lines and accessories, so you don't have to do anything weird or custom to make it



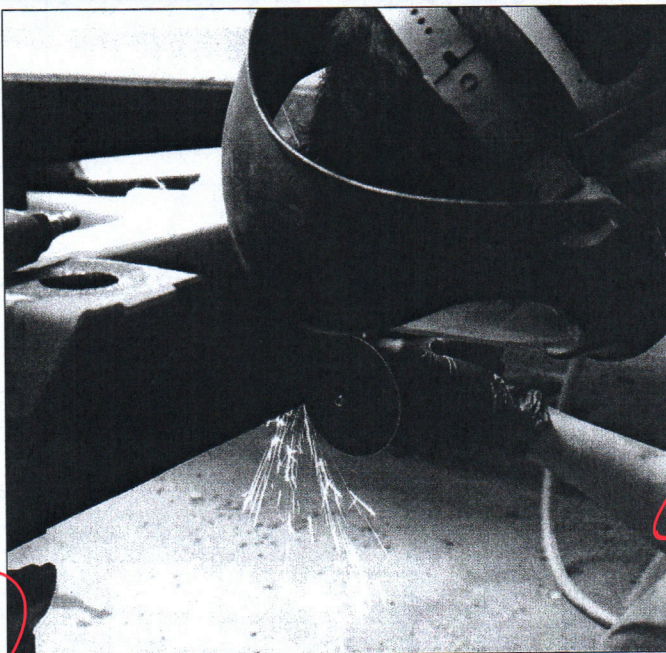
Just \$469 gets you everything needed to convert a long-bed truck into a short-bed (minus the sheet metal).

all happen.

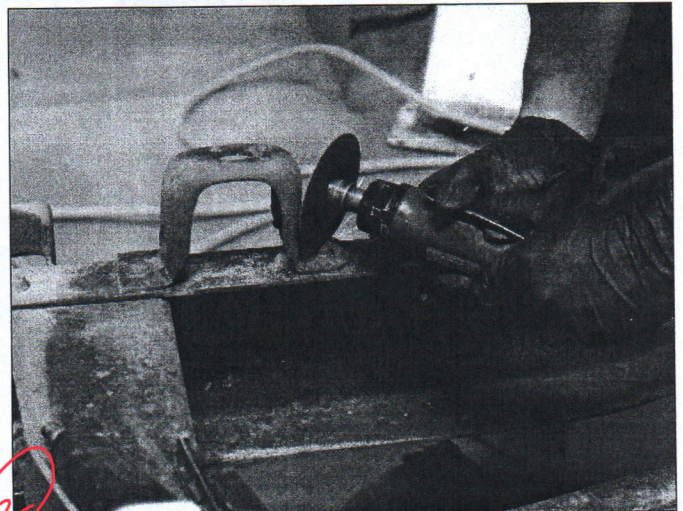
Long story short (pun very much intended), the Brothers kit is nice to have if the idea of cutting down your truck is intimidating. It gives you step-by-step instructions,

and they say the average builder can do it in about 8 hours. Combine that with a newly purchased bed and you can turn your long-bed into a short-bed over the course of a weekend.

Modifying the Frame



After verifying the 12-inch measurement he made earlier, Kyle cuts the frame so that it will now be the right amount for the new bed.



The forward-most bed mounts need to come off because the newly shortened bed will only use four (if Kyle had used an aftermarket short-bed floor, he would've used six). To remove it, the rivet heads are cut with an X pattern using a cut-off wheel, then the rivets are knocked off with an air chisel. He does the same thing with the cab mounts but sets them to the side for safe keeping.