

Outlined below are three distinct phases through which we work with writers.

This format allows you to ensure you are receiving the help you need at each step of the journey – from first draft through your book release – and beyond!

PHASE ONE: THE CRITIQUE

01

After a comprehensive review of your material, we create a written critique of 7-10 pages. This critique describes both macro and micro issues within your manuscript. Macro issues may include: structure, genre, voice, missed opportunities/where there might be more material, order, and theme. The micro section tethers our macro observations to dozens of specific page numbers, while presenting any observations that are too small for a macro category. This phase includes a 1.5 hour meeting (by phone or video conference) to clarify all material contained in the critique, and to brainstorm next steps.

PHASE TWO: DEVELOPMENTAL EDITING, LINE-BY-LINE COACHING

02

In this phase, we function both as coach and editor. With reference to The Book Architecture Method, we review your revised material as it is generated via comments on the page and emails that continue the conversation with written feedback. Check-in meetings are a feature of Phase Two, discussing new challenges as well as reflections on problems that have been conclusively solved. During Phase Two we can move into the co-writer or ghostwriter role if that is so desired, or we can remain the helpful developmental editor you have come to know and trust.

PHASE THREE: MARKETPLACE ASSISTANCE & PROCESS MANAGEMENT

03

This phase introduces your material to the marketplace. Depending on your genre and your platform, this might include: a query letter, a synopsis of the work, and a database of literary agents interested in your genre; the creation of a non-fiction book proposal; or access to our vendor partners, such as cover designers, copyeditors, proofreaders, and formatters, for a smooth self-publishing ride. We can also participate in the promotion of your work: creating website copy, blog support, tailored presentations, or social media posts to enhance your platform before and after your book's release.

FROM FIRST DRAFT
THROUGH RELEASE
— AND BEYOND.

