



## *“Book Architecture, How may we help you?...”*

Outlined below are three distinct phases through which we work with writers. This three-part format allows you to ensure you are receiving the help you need before you continue; by following these sequential steps, we can be with you from first draft through your book deal – and beyond!

### **PHASE ONE: THE CRITIQUE**

After comprehensively reading & reviewing 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: scenes that are missing, too long, or tangential; the ordering of dramatic information for maximum impact; discovering the true theme & ensuring the plot and cast of characters reflect this theme; and an analysis of the authorial voice, including any intrusions where the “dream” is broken.

While we do not copyedit your work during this phase, the Micro section includes commentary on any of your writing “tics” – i.e., recurring stylistic challenges, plus any observations that are too small for a macro category. The micro section also tethers our macro observations to specific page numbers.

This phase includes a 1.5 to 2 hour meeting (in-person or by phone) to clarify all material contained in the critique, and to brainstorm next steps.

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

In this phase, we function both as coach and editor. In other words: you are not alone!

With reference to The Book Architecture Method, we review your revised material as it is generated and continue the conversation with written feedback.

Check-in meetings are a feature of Phase Two, with live discussions regarding any 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 independent or developmental editor you have come to know and trust.

### **PHASE THREE: MARKETPLACE ASSISTANCE & PROCESS MANAGEMENT**

This phase introduces your material to the marketplace. Depending on your genre and your platform, this might include query letters to agents, a five page synopsis of the work, creation of website copy or other promotional literature and tips on networking in the industry.

“Sell material” akin to the elements of a non-fiction book can also be useful in this phase, including such sections as: about the author, competitive titles, marketing & promotion, about the audience, and an overview. And of course access to our connections for the smoothest self-publishing ride you could ever imagine, including top-flight book cover designers, copyeditors, proofreaders, formatters and publicists.